

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:120  
ANSWERED ON:09.11.2010  
TV MEASUREMENT AND RATING SYSTEM  
Deora Shri Milind Murl

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government proposes to launch a technology of neutral television measurement and rating system across media platforms; and
- (b) if so, the details thereof, alongwith the reasons therefore?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

- (a) No Sir. There is no such proposal.
- (b) Does not arise.