

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

UNSTARRED QUESTION NO:4336
ANSWERED ON:04.08.2009
TELEVISION RATING POINTS
Chowdhury Shri Adhir Ranjan

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

- (a) Whether the Government proposes to change the present Television Rating Points (TRP) system;
- (b) If so, the details thereof; and
- (c) the time by which action in this regard is likely to be taken?

Answer

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

(a) to (c) A reference was made by the Government to Telecom Regulatory Authority of India (TRAI) soliciting their views on Television Rating Point System/ Rating agency etc. The TRAI's views/ recommendations have since been received. Consultation with various stakeholders is required to arrive at a final decision. Therefore, no time frame can be fixed.