

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

UNSTARRED QUESTION NO:3348

ANSWERED ON:30.11.2010

TRP SYSTEM

Singh Shri Dushyant

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

- (a) whether the existing Television Rating Point (TRP) system mostly covers cable TV viewers and only a few DTH viewers;
- (b) if so, the details thereof and the reasons therefore;
- (c) whether the rating for ratio programme is also limited to a few metropolitan cities as per the existing system to TRP;
- (d) if so, the details thereof and the reasons therefore; and
- (e) the steps taken by the Government to achieve the goal of better content development to meet the goal of complete digitalization of the broadcast sector by 2015?

**Answer**

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

(a) Yes, Sir.

(b) The total number of television households in India is 129 million as in 2009 as per FICC-KPMG 2010 Report. Cable and Television households are 95 million. DTH accounts for 20 million subscribers. Data from Television Audience Measurement (TAM) Media Pvt. Ltd., the leading agency in India for TRP rating indicates that in terms of platform-wise coverage of viewership in sample of TRP measurement, coverage of Digital Cable and Satellite homes (includes Direct to Home services areas notified under Conditional Access System for cable services, Internet Protocol Television) is 12.3%, coverage of Analogue Cable platform is 67.8% and Terrestrial coverage (i.e. DD only) is 19.7%.

(c) and (d) So far as data on Radio listener-ship is concerned, Radio Audience Measurement (RAM) reports data on four metros-Delhi, Mumbai, Kolkatta and Bengalore. Indian Readership Survey (IRS) covers wider areas and reports on 75 towns. Apart from this, DAVP has piloted a sample survey- 'Radio Audience Survey FM channels 2010' through Audience Research Unit of All India Radio covering 84 places.

(e) Digitalization of various modes of delivery of Television channels to viewers especially the analog cable services has been a major thrust area of the Ministry. Digitalization with addressability will allow a large number of channels to be carried to viewers within the available spectrum bandwidth. It will also make possible the delivery of premium and niche content. By bringing in transparency of subscriber base, digitalization is also likely to increase subscription revenues and reduce dependence on advertisements. Government has received recommendation of Telecom Regulatory Authority of India on introduction of digital addressable system in cable services which are under examination.