

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

UNSTARRED QUESTION NO:2503

ANSWERED ON:16.08.2011

REVIEW OF TRP SYSTEM

Chowdhury Shri Adhir Ranjan; Panda Shri Baijayant

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

- (a) whether the Government proposes to make a strategic plan for strengthening and infrastructure development of the broadcasting sector including development of India's gaming and animation industry etc. by 2017;
- (b) if so, the details thereof;
- (c) whether the committee constituted by the Government to examine various issues relating to Television Rating Point (TRP) and to ensure an effective mechanism for a transparent rating system in the country has submitted its reports to the Government;
- (d) if so, the details of recommendations made by the said committee alongwith the action taken thereon, so far;
- (e) whether most of the recommendations of the said committee relates to the Indian Broadcasting Foundations (IBF) and the same have been forwarded to them; and
- (f) if so, the action/steps taken by the IBF on the said report alongwith the details of the private TRP agencies functioning in the country and the present status of their recognition/accreditation?

Answer

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

(a) & (b) A strategic plan has been prepared for the Ministry of Information and Broadcasting for 2011-2017, which includes strategic plans for Film, Information and Broadcasting sectors. The strategic plan is available at Ministry's website www.mib.nic.in. An expert committee has been set up under the Chairmanship of Additional Secretary, Ministry of Information and Broadcasting to recommend measures to enable the animation, gaming and visual effect sector to realize its true potential. It has been proposed to set up National Centre of Excellence for animation, gaming and visual effects to address the human resources gap in the sector.

(c) & (d) The Government had constituted a committee to examine several crucial issues concerning Television Rating Points (TRP) the committee has submitted its report to the Ministry on 25th of November, 2010. Major recommendations of the Committee relate, inter-alia, to

- (i) self regulation of TRPs through the Industry led body i.e. Broadcast Audience Research Council (BARC);
- (ii) BARC should have a 12 member Board;
- (iii) There should be High Powered Committee (HPC) within BARC to guide BARC in the area of research, design and analysis;
- (iv) There should be an increase in the sample size from 8000 people meter homes to 30,000;
- (v) Industry should pay a certain percentage of their relevant turnovers to BARC on an annual basis to fund the expansion of sample size;
- (vi) There should be transparency in the selection of rating agency;
- (vii) There should not be any cross-holding between the rating agencies and the broadcasters, advertisers and the advertising agencies to avoid conflict of interest;
- (viii) The TRP measurement process should consist of four stages and each one of these stages should be separately commissioned to distinct agencies to achieve unbiased and reliable results;
- (ix) The guidelines set out in the TRAI Report of 2008 on the key eligibility conditions of rating agencies should be followed;
- (x) The TRP generation and announcement by the rating agencies for news channels should be done once a week to minimize distortion in broadcasting behavior

(e) As most of the recommendations of the Committee relate to Indian Broadcasting Foundation (IBF), the report has been sent by the Ministry to them for taking necessary action.

(f) The action taken by IBF has still not been reported but at present there are two private rating operating agencies in the country:(i) TAM Media Research Pvt. Ltd. and (ii) Audience Measurement and Analytics Ltd. There is no system of accreditation of Rating Agencies with the Government.