

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

UNSTARRED QUESTION NO:4
ANSWERED ON:22.11.2011
NEW TRP SYSTEM
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government proposes to examine the Television Rating Points (TRPs) system in the country;
- (b) if so, the details thereof;
- (c) the reliability of the present system in vogue;
- (d) whether the Government has asked the Telecom Regulatory Authority of India (TRAI) to give its suggestions;
- (e) if so, the details thereof;
- (f) whether the Government has consulted the different stakeholders on the issue before finalizing the new TRP system;
- (g) if so, the details thereof;
- (h) the details of progress made by the Government to implement the new TRP system; and
- (i) the time by which the new TRP system is likely to be Implemented?

Answer

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

(a) to (i): Keeping in view certain deficiencies in the existing system of generation of Television Rating Points (TRP) and after consultation with the Telecom Regulatory Authority of India, the Government had constituted a Committee under the chairmanship of the former Secretary General, Federation of India Chamber of Commerce and Industry, to examine several crucial issues concerning Television Rating Points (TRP) and make recommendations thereon. The Committee 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.

As the recommendations of the Committee are to be acted upon by the Industry, the report was sent to the Indian Broadcasting Foundation for appropriate action. The Broadcast Audience Research Council is in the process to put in place a system for the purpose and is likely to start publishing rating reports by July, 2013.