

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

UNSTARRED QUESTION NO:4311

ANSWERED ON:20.12.2011

CALCULATION OF TRP

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

- (a) the manner in which the Television Rating Points (TRPs) are calculated for Doordarshan and private television channels;
- (b) the details of the criteria adopted for the purpose;
- (c) whether there is any difference between the actual image of Doordarshan among the people and its popularity;
- (d) if so, the reasons therefor; and
- (e) the remedial measures taken by the Government to bridge the gap between the popularity and the actual image of Doordarshan alongwith the success achieved in this regard?

Answer

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

(a) & (b): In so far as private channels are concerned; generation of Television Rating Points (TRPs) is purely in the domain of private sector. Presently there are two private agencies operating in the country namely TAM Media Research Pvt. Ltd. (TAM) and Audience Measurement and Analytics Ltd. (A MAP).

As regards Doordarshan, Prasar Bharati pays to M/s TAM Media an annual subscription fee as per agreement to provide weekly TAM data on TV viewership for urban areas which covers all cities having a population of above 1,00,000. Apart from it, Doordarshan has its own Audience Research Unit (ARU) since its inception with the objective of providing research inputs. The Audience Research Unit of Doordarshan collects daily viewership data through a diary system from representative panel members covering both rural and urban audience of the country. In order to disseminate the TRP ratings, the reports by the in-house Research Units are prepared on weekly basis at the Kendra level and submitted to the concerned Kendras as well as the Directorate for use by the programme planners, producers, policy makers and marketing managers to plan commercial broadcast and to improve the quality of the programmes.

(c) to (e) : No such report has come to the notice of the Government. However, the quality of Doordarshan programmes is being monitored on weekly basis. As per TAM media report regarding weekly average TVR & share of Doordarshan and other cable satellite channels (GEC) in India (total market) among all 4 + viewers and C & S 4 + viewers for the period 20.11.2011 to 26.11.2011, DD National rose to 3rd position from 4th position. Doordarshan continuously reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the content and technical quality of the transmission by acquiring quality software from various software houses/producers through different Schemes. The studios and equipment are continuously being modernized and updated to improve technical quality of programmes.