

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

UNSTARRED QUESTION NO:3047

ANSWERED ON:24.04.2012

TRP SYSTEM

Lagadapati Shri Rajagopal;Reddy Shri Modugula Venugopala

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

- (a) the details of the private Television Rating Points (TRPs) rating agencies functioning in the country alongwith the status of their recognition/accreditation by the Government;
- (b) the details of deficiencies noted in the existing TRP system;
- (c) the terms of reference and composition of the Committee constituted in the recent past to review the existing TRP system in the country;
- (d) the extent to which the new TRP system would cover all the telecasting services like TV channels, cable, DTH, Internet Protocol TV, FM, etc. and the time by which it is likely to be implemented;
- (e) whether the Government proposes to set up an institutional mechanism to monitor the TRP ratings/grant accreditation/standardization to the private players involved in generation of TRPs; and
- (f) if so, the details thereof alongwith the time by which action in this regard is likely to be taken?

Answer

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

(a): At present, generation of Television Rating Points (TRP) falls exclusively in the domain of the private industry.No recognition/accreditation has been provided by the Ministry. As per the Report of the TRP Committee, which was set up in May, 2010 by the Government under the chairmanship of the former Secretary General, FICCI, there are two private sector agencies carrying out television audience measurement, namely, Television Audience Measurement(TAM) and Audience Measurement and Analytics Ltd (aMAP).

(b): As per the Report of the TRP Committee, the deficiencies in the existing system relate, inter-alia, to the inadequacy of sample size; J&K, North East and rural areas do not get adequate/any representation, lack of transparency and reliability in the methods adopted, etc.

(c): The terms of reference and the composition of the TRP Committee set up by the Government on 5th May, 2010 are given in the Annexure.

(d): The TRP Committee has recommended, inter-alia, that the sample size to cover all platforms and technologies such as Terrestrial TV, Digital and Analog Cable, DTH and IPTV etc. 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 has commenced preparatory activity for the purpose and is likely to start publishing rating reports by July, 2013

(e) & (f): No such recommendation for any such mechanism at the level of the Government was made by the TRP Committee. In fact, the TRP Committee also recommended that Joint industry body, i.e., the Broadcast Audience Research Council (BARC) is the most effective way forward for accuracy and robustness in TRP system- self-facilitation with broad-based and inclusive mindset.

ANNEXURE REFERRED TO IN REPLY TO PART (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 3047 FOR ANSWER ON 24.04.2012

COMPOSITION OF THE COMMITTEE TO REVIEW THE EXESTING TRP SYSTEM:

(i) Dr. Amit Mitra, Secretary General, FICCI -Chairman

(ii) Shri Rajiv Mehrotra, Managing Trustee, PSBT -Member

(iii) Ms. Neeraja Choudhary, Eminent Journalist -Member

(iv) Director, Indian Institute of Management, -Member
Ahmedabad or his Nominee

(v) Director, Indian Statistical Institute, -Member
Kolkata or his Nominee

(vi) Shri D.S Mathur, Retired Secretary to GOI -Member

(vii) Joint Secretary (Broadcasting), Ministry of -Member Secretary
Information and Broadcasting

TERMS OF REFERENCE OF THE COMMITTEE:

1. To examine whether the competition for higher TRPs is having an adverse and negative impact on the content of television programmes and the extent thereof.
2. To examine the present system of generation of TRPs with particular reference to the following:-
 - a. Adequacy of sample size.
 - b. Whether the present system accurately captures viewing habits of the people the country.
 - c. Whether the viewership of the country as a whole in terms of area is being reflected adequately, including rural areas and regions like J&K and North-East.
 - d. Whether the viewership of all sections of society is being captured adequately.
 - e. Whether the viewership of all distribution platforms including Terrestrial, Cable, DTH, IPTV, is being accounted for.
 - f. Whether there is adequate transparency in selection of sample homes for placing people's meters.
 - g. Whether the current disclosure norms adopted by the rating agencies inhibit desirable transparency in generation of TRP ratings.
 - h. Whether the current Audit System adopted by TRP agencies is adequate and transparent.
 - i. The shareholding pattern of existing agencies in the TRP business and the extent to which shares are held by interested parties/ stakeholders viz., advertisers, advertising agencies and broadcasters.
3. To examine whether an industry-led body like BARC, as recommended by TRAI, is the most appropriate mechanism to create TRPs without the existing deficiencies. If so, then the composition and the mandate of such a body.
4. In case the committee finds that an industry-led body may not be appropriate, it may examine and recommend alternative models including Government's role in such models.
5. To examine whether, as an alternative, Government should set up an institutional mechanism through legislation which may either generate TRP ratings directly or work as an accreditation/standardization body while leaving the work of generation of TRPs to private players.
6. Any other issue related or incidental to this subject matter