

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

UNSTARRED QUESTION NO:7470
ANSWERED ON:22.05.2012
EXPENDITURE ON TRP
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of the amount given to the private sector agencies engaged in generating the Television Rating Points (TRP) of private and Doordarshan TV channels during each of the last three years and the current year, agency-wise;
- (b) the measures adopted to simplify/make the TRP method easy to understand; and
- (c) the success achieved in this regard?

Answer

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

(a) The issue pertaining to generation of Television Rating Points (TRPs) for private satellite/cable television channels fall in the domain of private industry. The details of payment made by such private channels to agencies engaged in generation of TRP is not maintained by the Government.

As regards Doordarshan channels, Prasar Bharati has informed that the amount given to the private agencies for carrying out TRP for Doordarshan channels is as below:

Agency Year Amount TAM Media Pvt. Ltd., Mumbai April 2009 to March 2012 Rs. 1.60 crore+ service Tax per annum

(b) & (c) As further informed by Prasar Bharati, Prasar Bharati and DG: Doordarshan organize workshops at Headquarters and at Kendras frequently and invite TAM Media agency personnel for presentation of their TRP/viewership data. The TAM Media agency provides TRP data to all Kendras and Marketing Division. Doordarshan Kendra, Mumbai uses the TRP/viewership data for commercial purpose.