

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

UNSTARRED QUESTION NO:2623

ANSWERED ON:28.08.2012

COMPLAINTS AGAINST TAM MEDIA RESEARCH

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

- (a) whether the Government has received a number of complaints from the broadcasters and others against the TAM Media Research for alleged fudging of television viewership data;
- (b) if so, the details thereof;
- (c) whether the Government proposes to conduct a probe into the matter;
- (d) if so, the details thereof;
- (e) whether the TAM Media Research is the only organization on which advertisers and media agencies in India depend on for negotiating advertisement rates;
- (f) if so, whether the Government also proposes to set up an agency for television viewership data; and
- (g) if so, the details thereof?

Answer

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

(a) to (b) News Broadcasters Association (NBA), which is a Self Regulatory body of private News Channels, has recently written to the Ministry raising serious concerns over the system and methodology of measurement of Television Rating Points (TRPs) by TAM Media Research. It has been stated that the data provided by TAM is skewed and it is seriously affecting broadcasters and their business.

(c) & (d) keeping in view the deficiencies in the existing system of generation of Television Rating Points (TRPs), 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 (TRPs) and make recommendations thereon. The Committee submitted its Report to the Ministry on 25th of November, 2010. The Committee has, inter-alia, recommended self regulation of TRPs through the Industry led body i.e. Broadcast Audience Research Council (BARC).

As the recommendations of Dr. Mitra's Committee were to be acted upon by the Indian Broadcasting Foundation (IBF), the Report was sent to them in January 2011 for necessary action. Ministry has constantly followed up the matter with IBF asking them to operationalize BARC and put in place a transparent and credible TRP Measurement System. After constant persuasion by the Ministry, IBF finally registered BARC in July 2010 under Companies Act, 1956. However, even though BARC has been registered, recommendations of Dr. Mitra's Committee have not yet been implemented by them.

(e) As a-MAP, another agency which was also engaged in the business of generation of TRPs, has stopped their operation in India, TAM-Media Research is the only agency now operating the TRP generation mechanism in India.

(f) & (g) Ministry has been regularly reviewing the progress made by BARC towards setting up of a transparent and credible TRP measurement system in India as per recommendations of Dr. Mitra's Committee. BARC has recently informed the Ministry that action has been taken by them to constitute a BARC Advisory High Table. They have also intimated that it has been decided by them to appoint a Technical Committee to proceed with the operational tasks for putting up a TRP measurement mechanism.