

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

UNSTARRED QUESTION NO:3727
ANSWERED ON:04.09.2012
MISREPRESENTATION BY TAM MEDIA RESEARCH
Naranbhai Shri Kachhadia

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

- (a) whether the Prasar Bharati proposes to take action against the Television Audience Measurement (TAM) Media Research for suppression of data related to viewership for various Doordarshan channels;
- (b) if so, the details thereof and the steps/action proposed to be taken by the Government in this regard;
- (c) whether the Government has assessed the revenue loss incurred by Prasar Bharati due to suppression of viewership data by TAM Media Research; and
- (d) if so, the details thereof?

Answer

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

(a) & (b): Prasar Bharati 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. The course of action to be taken is under consideration.

Keeping in view the deficiencies in the existing system of generation of 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 been regularly viewing 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.

(c) & (d): Prasar Bharati has informed that the matter is under consideration.