

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

UNSTARRED QUESTION NO:3822
ANSWERED ON:04.09.2012
RECOMMENDATIONS FOR NEW TRP SYSTEM
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the recommendations of the Committee set up by the Government to examine several crucial issues concerning Television Rating Point (TRP) to set up an independent panel of the Broadcast Audience Research Council (BARC) has failed to take of in initiating the process for a new TRP system;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether there is any controversy to set up a new TRP system;
- (d) if so, the details thereof;
- (e) whether some TV channels have filed a litigation against the procedure to start new TRP system; and
- (f) if so, the details thereof and the steps taken to implement the recommendations of the said Committee for the implementation of a new TRP system in the country?

Answer

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

(a) to (d) Keeping in view certain deficiencies in the existing system of generation of Television Rating Points (TRP), Government had constituted a Committee under the chairmanship of the former Secretary General of FICCI, Dr. Amit Mitra, to review the existing Television Rating Points System (TRP) in India and suggest measures to bring in place an effective mechanism for a transparent Television Rating Points System. The Committee submitted its report to the Ministry in November 2010. In its report, the Committee has, inter-alia, recommended Self regulation of TRPs through an 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 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.

(e) & (f) Some such reports have recently appeared in the media. It has been reported that NDTV, a Broadcasting Company, has filed a law suit against Nielsen and Kantar Media Research, which is a partner company of TAM Media Research, the Agency which undertakes TRP generation in India.

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