

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

UNSTARRED QUESTION NO:905  
ANSWERED ON:27.11.2012  
DATA BY TAM MEDIA RESEARCH  
Shekhar Shri Neeraj;Singh Shri Yashvir

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

- (a) whether the data provided by the TAM Media Research regarding television viewership of various TV channels has been found faulty by the Prasar Bharati;
- (b) if so, the details thereof and the action taken thereon;
- (c) whether advertisements/rate offers are being issued by the Directorate of Advertising and Visual Publicity (DAVP) on the basis of data provided by the TAM Media Research;
- (d) if so, the reasons therefor;
- (e) whether third party verification is also being done on the basis of TAM Media Research data by DAVP; and
- (f) if so, the reasons therefor along with the reasons for disagreement by DAVP with Prasar Bharati?

**Answer**

The MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

- (a) & (b): Prasar Bharati has raised serious concerns over the system and methodology of measurement of Television Rating points (TRPs) by TAM Media Research and has filed a complaint against it in the Competition Commission of India.
- (c) & (d): Regarding advertisements/rates offered by DAVP, an Empanelment Advisory Committee was constituted by the Ministry of Information & Broadcasting in 2010 for laying down criterion for empanelment and for fixation of rates of advertisement for empanelled TV and Radio Channels. On the basis of the report submitted by the Committee, new policy guidelines for Empanelment of Cable & Satellite (C&S) TV Channels were issued on 14.5.2012 which state that the rates offered to channels will be based on a formula which has the viewership, as measured by TAM, as the criteria. Accordingly, Advertisements are released on the basis of the policy laid down in the said guidelines.
- (e) & (f): The policy guidelines issued by the Ministry of Information & Broadcasting also stipulate that payment can be made only after sufficient third-party verification is carried out and it is confirmed that the TV spot was actually broadcast in the stipulated time band/ for the stipulated duration by the channel.