

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

UNSTARRED QUESTION NO:2899

ANSWERED ON:11.12.2012

TELEVISION RATINGS

Adhi Sankar Shri ;Kumar Shri P.;Sivasami Shri C.

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

- (a) whether the news broadcasters have sought the Government's intervention to conduct a third party audit to evaluate the current ratings system and direct the Television Audience Measurement (TAM) to suspend reporting;
- (b) if so, the details thereof;
- (c) whether the Government has accepted the requests of the broadcasters;
- (d) if so, the details thereof;
- (e) whether the Government has asked the advertising and broadcasting associations to fast track the effective functioning of the Broadcast Audience Measurement Council; and
- (f) if so, the details thereof?

Answer

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

(a) to (d): 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.

The Telecom Regulatory Authority of India (TRAI) has examined the issue of TRP system in India and recommended in December 2009 that Self-regulation of TRPs should be done through an Industry-led body i.e. Broadcast Audience Research Council (BARC). Subsequently, keeping in view certain 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 (TRP) and make recommendations thereon. The Committee in its Report submitted in November, 2010 has, inter-alia, recommended self regulation of TRPs through the Industry-led body i.e. Broadcast Audience Research Council (BARC).

(e) & (f) As the recommendations of the Committee were to be acted upon by the Indian Broadcasting Foundation (IBF), the report was sent to them in January 2011. Ministry has constantly followed up the matter with IBF asking them to operationalise BARC and put in place a transparent and credible TRP measurement system. BARC has recently informed the Ministry that action has been taken by them to constitute a BARC Advisory High Table and also that they have decided to appoint a Technical Committee to proceed with the operational tasks for putting up a TRP measurement mechanism.