

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

UNSTARRED QUESTION NO:1236
ANSWERED ON:05.03.2013
DATA BY TAM MEDIA RESEARCH
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether advertisements on the electronic media are booked largely based on the viewership data presently monopolised by the Television Audience Measurement (TAM) Media Research;
- (b) if so, whether the News Broadcasters Association has petitioned the Government to verify/audit the data of TAM Media Research;
- (c) if so, the response of the Government thereto;
- (d) whether the Government has been regularly reviewing the progress made by the Broadcast Audience Research Council (BARC) towards setting up of a transparent and credible Television Rating Points (TRPs) measurement system in the country as recommended by a Committee set up to review the existing TRP System in the country; and
- (e) if so, the details thereof and the time by which the new TRP system is likely to be approved/implemented?

Answer

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

(a) The advertisements on the electronic media are booked on the basis of Television Audience Measurement (TAM) Media Research viewership data.

(b) to (d) The News Broadcasters Association (NBA) had requested the Ministry to institute an independent third party audit by a reputed agency to evaluate and measure the TAM system and make the report public. They have also requested to build a robust, transparent and dependable rating system and to direct TAM to suspend reporting until the new system is established.

The Ministry has been continuously following up the progress of setting up of a transparent and credible Television viewership measurement system by the Broadcast Audience Research Council (BARC) of Indian Broadcasting Foundation (IBF).

(e) IBF has stated that BARC may start generating TRPs by March, 2014.