

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

UNSTARRED QUESTION NO:6444  
ANSWERED ON:07.05.2013  
METHODOLOGY FOR TRP  
Deo Shri Kalikesh Narayan Singh

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

- (a) the present methodology adopted for measuring TV viewership/Television Rating Points (TRPs) in the country;
- (b) whether the Government is aware of the unreliable methods being used to measure television viewership in the country;
- (c) if so, the details thereof and the action taken against the persons/agencies responsible for manipulation of viewership data as well as monopolistic practices;
- (d) whether the Government proposes to make the methodology more transparent in the light of the growing allegations, and if so, the details thereof;
- (e) whether the Government also proposes to review the number of people meters that are used in collecting data on viewership trends and if so, the details thereof; and
- (f) whether the Government plans to expand the sample size by including regions like Jammu and Kashmir and the North East as well as regions which have population of less than a lakh and if so, the details thereof?

**Answer**

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

(a) Presently, generation of Television Rating Points (TRPs) falls exclusively in the domain of private industry. TAM Media Research Pvt. Ltd (TAM) is the only rating agency which is engaged in the business of measuring the TV viewership/Television Rating Points in India. In addition to this Doordarshan conducts Audience Research Television Ratings (DART) for measuring its viewership in rural areas.

(b) 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, 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 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 the IBF asking them to operationalise BARC and put in place a transparent and credible TRP measurement system. IBF has recently informed the Ministry that BARC is likely to start publishing television viewership data by March 2014.

(e) & (f): Government has, among other things, asked TAM Media Research Pvt. Ltd. to increase the number of people meters being used for generation of TRPs. TAM has informed that people meters have been increased from 8,000 in 2012 to about 10,000 today by covering small towns with population less than 1 lakh in the North and West States of India. Their expansion plan would continue to cover similar small towns of South and East in the near future. Next, they would also cover rural India. They have further informed the Government that they are in the process of increasing the number of the people meters to 30,000 in the long term. They have informed that TAM data covers all States other than Jammu and Kashmir and North East States (except Assam, which is partly covered) mainly due to poor demand from the industry users for data as well as higher level of security arrangement required for their operations in these areas.