

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

UNSTARRED QUESTION NO:2446
ANSWERED ON:06.02.2014
SELF REGULATION FOR TRPS
Owaisi Shri Asaduddin

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

- (a) whether the Telecom Regulatory Authority of India (TRAI) has supported self-regulation of television rating points through Broadcast Audience Research Council (BARC);
- (b) if so, the details of the recommendations made by TRAI including minimum number of panel homes for collecting TRP;
- (c) whether the Government has accepted the recommendations of the TRAI;
- (d) if so, whether the approval of the Cabinet has been obtained; and
- (e) if so, the details thereof and if not, the time by which the said body is likely to be set up?

Answer

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

(a) & (b) Telecom Regulatory Authority of India (TRAI) in its recommendations on Television Rating Points on 19.08.2008 and in its recommendations on "Guidelines for Television Rating Agencies" dated 11th September, 2013 has suggested self regulation of TRPs through an Industry led body like BARC. Further TRAI has recommended that television rating agencies shall be regulated through a framework in the form of guidelines to be notified by the Ministry of Information and Broadcasting. These recommendations are available on the website of TRAI at www.trai.gov.in . With regard to panel size to be used for generation of ratings by rating agencies, TRAI recommended that a minimum panel size of 20,000 to be implemented within 6 months of the guidelines coming into force. Thereafter, the panel size shall be increased by 10,000 every year until it reaches the figure of 50,000. The panel of homes has to remain representative of all television households in the country.

(c) to (e) The Union Cabinet, in its meeting held on 9th January, 2014 has approved the policy guidelines for television rating agencies in India which are based on the recommendations of TRAI dated 11th September, 2013. The Ministry has issued these guidelines on 16.1.2014 which shall come into force after 30 days from the date of issuance of the same.