

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

UNSTARRED QUESTION NO:2508
ANSWERED ON:06.02.2014
REVIEW OF TRP SYSTEM
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of the private Television Rating Points (TRP) rating agencies functioning in the country alongwith the status of their recognition/accreditation by the Government;
- (b) whether the Government has constituted a committee to review the existing TRP system in the country and to set up an effective mechanism for a transparent TRP system in the country;
- (c) if so, the details thereof along with the terms of reference and composition of the said committee;
- (d) whether the Government proposes to set up an institutional mechanism to monitor the TRP ratings/grant accreditation/standardization to the private players involved in generation of TRPs; and
- (e) if so, the details thereof alongwith the time by which the action in this regard is likely to be taken by the Government?

Answer

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

(a) to (e) The Ministry has issued the policy guidelines for Television Rating Agencies in India on 16th January, 2014. These guidelines shall come into force after 30 days of the date of issuance of the same. As per these guidelines, all rating agencies shall require registration from the Ministry. Detailed guidelines are available on the Ministry's website i.e. www.mib.nic.in. In the consultation paper on "Guidelines/Accreditation Mechanism for Television Rating Agencies in India", issued by the Telecom Regulatory Authority of India (TRAI) on 17th April, 2013, it has been mentioned that M/s TAM media research is the only company in India which is presently generating and providing television rating service on a commercial basis.

This Ministry had on 5th May, 2010 constituted a Committee under the Chairmanship of Dr. Amit Mitra, the then Secretary General FICCI to review the existing TRP system in India. The composition and Terms of Reference of the Committee is at Annexure. The committee made its recommendations on 25th November, 2010. These recommendations are available at Ministry's website at

(b) Terms of Reference for Dr. Amit Mitra Committee

The Terms of Reference of the Committee are as follows:

1. To examine whether the competition for higher TRPs is having an adverse and negative impact on the content of television programmes and the extent thereof.
2. To examine the present system of generation of TRPs with particular reference to the following :
 - a. Adequacy of sample size.
 - b. Whether the present system accurately captures viewing habits of the people in the country.
 - c. Whether the viewership of the country as a whole in terms of area is being reflected adequately, including rural areas and regions like J&K and North-East.
 - d. Whether the viewership of all sections of society is being captured adequately.
 - e. Whether the viewership of all distribution platforms including Terrestrial, Cable, DTH, IPTV, is being accounted for.
 - f. Whether there is adequate transparency in selection of sample homes for placing people's meters.
 - g. Whether the current disclosure norms adopted by the rating agencies inhibit desirable transparency in generation of TRP ratings.

- h. Whether the current Audit System adopted by TRP agencies is adequate and transparent.
- i. The shareholding pattern of existing agencies in the TRP business and the extent to which shares are held by interested parties/ stakeholders viz., advertisers, advertising agencies and broadcasters.
3. To examine whether an industry-led body like BARC, as recommended by TRAI, is the most appropriate mechanism to create TRPs without the existing deficiencies. If so, then the composition and the mandate of such a body.
4. In case the committee finds that an industry-led body may not be appropriate, it may examine and recommend alternative models including Government's role in such models.
5. To examine whether, as an alternative, the Government should set up an institutional mechanism through legislation which may either generate TRP ratings directly or work as an accreditation/ standardization body while leaving the work of generation of TRPs to private players.
6. Any other issue related or incidental to this subject matter.
7. The committee may evolve its own methodology to ensure widest possible consultation on this subject. The Committee may also take into consideration the recommendations of TRAI, the Report of the Standing Committee of IT, other judicial pronouncements and international best practices to arrive at their recommendations.
8. The committee will submit its report within three months from the date of its first meeting.