

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

UNSTARRED QUESTION NO:4341
ANSWERED ON:20.02.2014
STATISTICAL DATA ON TAM
Natarajan Shri P.R.

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

- (a) Whether the Government is having any statistical data on the Television Audience Measure (TAM) as on date; and
- (b) if so, the details thereof along with its rating across the country?

Answer

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

(a) & (b): The Telecom Regulatory Authority of India (TRAI), in its recommendation on "Guidelines for Television Rating Agencies" dated 11.9.2013 mentioned that at present, there is only one agency i.e., TAM Media Research (TAM), which is presently providing Television Rating Service on a commercial basis in India. TAM has installed about 10,000 people meters in the country including 1805 people meters in LCI towns (small urban towns having population in the range of 1000-99000). The Ministry has issued the policy guidelines for Television Rating Agencies in India on 16th January, 2014 with the objective of creating a credible, transparent and accountable rating system in the country. 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.