

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

STARRED QUESTION NO:608  
ANSWERED ON:08.05.2015  
REGULATORY FRAMEWORK FOR TELEVISION RATING AGENCIES  
Premachandran Shri N.K.

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

- (a) whether the Government has notified a comprehensive regulatory framework for Television Rating Agency;
- (b) if so, the major feature of the said framework; and
- (c) the steps taken by the Government to establish reliable rating system for television programmes?

**Answer**

THE MINISTER OF FINANCE; THE MINISTER OF CORPORATE AFFAIRS AND THE MINISTER OF INFORMATION & BROADCASTING (SHRI ARUN JAITLEY)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF THE LOK SABHA STARRED QUESTION No. 608 FOR ANSWER ON 08.05.2015.

(a) to (c): Based on the recommendations made by the Telecom Regulatory Authority of India (TRAI) on 11.09.2013, the Ministry has notified the Policy Guidelines for Television Rating Agencies in India on 16.01.2014. The salient features of guidelines are as follows:

# Detailed registration procedure, eligibility norms, terms and conditions, cross-holding norms, period of registration, security conditions and other obligations etc.

# No single company /legal entity either directly or through its associates or interconnect undertakings shall have substantial equity holding i.e., 10% or more of paid up equity in both rating agencies and broadcasters/advertisers/advertising agencies.

# Ratings ought to be technology neutral and shall capture data across multiple viewing platforms viz. cable TV, Direct-to- Home (DTH), Terrestrial TV etc.

# Panel homes for audience measurement shall be drawn from the pool of households selected through an establishment survey. 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.

# Secrecy and privacy of the panel homes must be maintained. 25% of the panel homes shall be rotated every year.

# Rating agency shall submit the detailed methodology to the Government and also publish it on its website.

# The rating agency shall set up an effective complaint redressal system with a Toll free number.

# The Rating agency shall set up an internal Audit mechanism to get its entire methodology/processes audited internally on quarterly basis and through an independent auditor annually. All audit reports to be put on the website of the rating agency. Government and TRAI reserve the right to Audit the systems /procedures/mechanisms of the rating agency.

# Non-compliance of guidelines on cross-holding, methodology, secrecy, privacy, audit, public disclosure and reporting requirements shall lead to forfeiture of two Bank Guarantees worth Rs. 1 crore furnished by the company in the first instance, and, in the second instance shall lead to cancellation of registration. For violation of other provisions of the guidelines, the action shall be forfeiture of Bank Guarantee of Rs. 25 lakhs for the first instance of noncompliance, forfeiture of Bank Guarantee of Rs. 75 lakhs for the second instance of noncompliance and for the third instance, cancellation of registration.

# All rating agencies shall require registration from the Ministry.

Detailed guidelines are available at the Ministry's website at [www.mib.nic.in](http://www.mib.nic.in).

The Ministry has formulated TRP guidelines with the objective of creating a credible, transparent and accountable rating system in the

country.