

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

UNSTARRED QUESTION NO:2815
ANSWERED ON:30.07.2014
TELEVISION RATING SYSTEM
Nimmala Shri Kristappa;Premachandran Shri N.K.

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

- (a) whether the Government has notified the policy guidelines for television rating agencies in the country and if so, the details thereof;
- (b) whether the Government has consulted various stakeholders before finalizing these guidelines and if so, the details thereof;
- (c) whether any Media Research company which was providing television rating on a commercial basis has been disqualified from operating in the country and if so, the details thereof; and;
- (d) the action taken/proposed to be taken by the Government to establish a reliable rating system for television programmes in the country?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENT AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) to (d): The Ministry has notified the Policy Guidelines for Television Rating Agencies in India on 16.01.2014 with the objective of creating a credible, transparent and accountable rating system in the country which, inter-alia, cover detailed procedure for registration of rating agencies, eligibility norms, terms and conditions of registration, cross-holdings, methodology for audience measurement, complaint redressal mechanism, sale and use of ratings, audit, disclosure, reporting requirements and action on non-compliance of guidelines etc.

The guidelines are also available at the Ministry's website at www.mib.nic.in. These guidelines are based on recommendations made by the Telecom Regulatory Authority of India (TRAI) on "Guidelines for Television Rating Agencies" dated 11th September, 2013.

The recommendations have been made by TRAI after holding wide-ranging consultation with various stakeholders.

As per these guidelines, all rating agencies shall require registration from the Ministry. Some of the provisions of these guidelines have been challenged by M/s. Kantar Market Research Services Pvt. Ltd. and another in Delhi High Court through WP (C) No. 494/2014.

The Hon'ble High Court has granted stay against paras 1.7 (a & d), 16.1 & 16.2 relating to restrictions on cross – holding of company and its Board members in rating agencies and generating and publishing ratings, till the disposal of writ petition. The matter is sub-judiced.

One application has been received from TAM Media Research Private Limited for registration.