

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

UNSTARRED QUESTION NO:2234

ANSWERED ON:06.05.2016

Radio Audience Measurement

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

- (a) whether consultation paper on issues related to Radio Audience Measurement and rating in India has been released by the TRAI in the recent past;
- (b) if so, the details thereof along with the salient features thereof;
- (c) the details of existing system for rating of radio audience in the country; and
- (d) the extent by which the proposed mechanism is likely to improve the standard of programmes/channels?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) TRAI has recently released a consultation paper on "Issues related to Radio Audience Measurement and Ratings in India" on 15th March, 2016 for inviting comments/counter comments of stakeholders. The consultation paper covers models for regulating radio rating system, guidelines for industry led body and guidelines for accreditation of rating agency.

(c) & (d) The details of existing system for ratings of radio audience are given in Chapter III of the consultation paper (Annexure-I). The consultation paper seeks comments of stakeholders on various options for radio audience measurement. The main objectives of the consultation paper are to ensure growth of radio broadcasting sector, transparency in radio audience measurement & ratings and greater diversity and better quality content.

Prasar Bharati has informed that All India Radio (AIR) has its own system of Audience Research Unit (ARU) for rating of radio audience for its various channels that includes the functions of analysing the socio-economic characteristics, general listening/viewing behaviour of target audience and to identify their needs, tastes and aspirations, to assess the extent of listening of various programmes and impact of these programmes on the target audience and to provide both quantitative and qualitative feedback to the programme planners and policy makers. The research methodologies followed by the ARU are Listeners' letter analysis, field surveys, telephone surveys, panel studies, Focus Group Discussions with the panel of experts from time to time to check the quality of the programmes. Findings of audience research are always used to improve the content creation for AIR broadcast.
