

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 26.07.2010
ANSWERED ON
REVIEW OF TRP SYSTEM .

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Shri Jai Prakash Narayan Singh

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

- (a) whether it is a fact that Government is eyeing a bigger role in TV rating points (TRP);
- (b) whether it is also a fact that Government is considering to constitute a High Powered Committee to review the current TRP system;
- (c) if so, the details in this regard; and
- (d) the names of private rating agencies operating in the country at present and whether these are accredited with Government?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) No, Sir. However in order to examine the entire gamut of issues concerning TRP in India, Ministry of Information & Broadcasting had made a reference to TRAI on 17.01.2008 requesting them to offer their recommendations concerning TRP. TRAI has recommended self-regulation of TRP through an industry led body i.e. Broadcasting Audience Research Council (BARC), with Government oversight.

(b) Government has constituted a Committee to examine several crucial issues concerning TRP in India.

(c) The Committee is headed by Secretary General, FICCI. other members are Managing Trustee PSBT, an Eminent Journalist, Director, Indian Institute of Management Ahmedabad or his Nominee, Director Indian Statistical Institute, Kolkata or his Nominee, Retired Secretary to Government of India and Joint Secretary (Broadcasting) Min. of Information & Broadcasting as Member Secretary.

(d) At present there are two Private Rating Agencies operating in the country;

(i) TAM Media Research Pvt. Ltd. and

(ii) Audience Measurement and Analytics Ltd. At present there is no system of accreditation of Rating Agencies with the Government.