

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 241
(TO BE ANSWERED ON 03.02.2022)**

MANIPULATION IN BROADCAST AUDIENCE RESEARCH COUNCIL RATINGS

241. SHRI JOHN BRITTAS.

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

- (a) whether it is a fact that Broadcast Audience Research Council (BARC) ratings were marred in serious charges of manipulation;
- (b) if so, the details thereof; and
- (c) the response thereto and the actions proposed to ensure robust data?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG SINGH THAKUR)

(a) and (b) : The news reports published in October, 2020 expressed some concerns relating to Television Rating Points. The Broadcast Audience Research Council (BARC) had responded stating that it had actively pursued action against those involved in tampering the samples and had filed 11 FIRs through its vendors across many States. BARC also stated that in its commitment to produce robust and credible data of TV viewership in India, its system was able to detect anomalous viewership behaviour and the cases filed are also due to the strong data security and vigilance system that BARC has set up over a period of time.

(c) : In order to study the concerns related to Television Rating Points and address them in the light of fresh recommendations of Telecom Regulatory Authority of India (TRAI) and the technological advancements / interventions to address the system, a Committee was constituted under the Chairmanship of Chief Executive Officer (CEO), Prasar Bharati with members from IIT, C-DOT and IIM. BARC has informed that, in spirit of the

recommendations of the said Committee and TRAI, it has taken various steps on corporate governance and on streamlining of processes and their transparency. The management involvement in the ratings generation process has been institutionally removed. The Oversight and Technical Committees within BARC have been strengthened for data validation and methodology. The access protocols for data have also been revamped and tightened.
