

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 3278
(TO BE ANSWERED ON 31.03.2022)**

COMMITTEE TO REVIEW GUIDELINES ON TELEVISION RATING AGENCIES

3278. SHRI JOHN BRITTAS.

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

- (a) whether Government had constituted a Committee under the Chairmanship of Chief Executive Officer, Prasar Bharati to review the Guidelines on Television Rating Agencies in India;
- (b) if so, the major findings and recommendations in the said report; and
- (c) the response of Government thereto?

ANSWER

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

(a) and (b): Yes Sir. A Committee was constituted under the Chairmanship of Chief Executive Officer (CEO), Prasar Bharati with members from IIT, C-DOT and IIM, to inter alia, review the guidelines on Television Rating Agencies in the country, recommendations made by the Telecom Regulatory Authority of India (TRAI) and to make recommendations on way forward for a robust, transparent and accountable rating system in India. The Committee has made recommendations on strengthening corporate governance and bolstering technical oversight of the existing rating agency, open data ecosystem / return path data, curbing unhealthy business practices, promoting innovation, new business models and competitiveness, etc.

(c): In spirit of the recommendations of the above-said Committee, various steps on corporate governance and on streamlining of processes and their transparency have been taken by Broadcast Audience Research Council (BARC). 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. Further, a Joint Working Group under the Chairmanship of CEO, Prasar Bharati has been constituted to formulate a mandate for exploring data capturing capabilities in Set Top Boxes for audience measurement sampling. Notwithstanding the existing processes put in place by BARC, reforms are a continuous process and policy prescriptions as may be required are made by the Government from time to time.
