

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

**RAJYA SABHA  
UNSTARRED QUESTION NO. 1674  
(TO BE ANSWERED ON 03.08.2023)**

**BARC VIEWERSHIP DATA.**

**1674. SHRI S NIRANJAN REDDY**

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

- (a) whether viewership data released by the Broadcast Audience Research Council (BARC) is suspended for news genre;
- (b) if so, the reasons therefor;
- (c) whether Government has taken any steps to revise the methodology of the viewership data collected by the BARC, particularly in news genre; and
- (d) if so, the details thereof, if not, the reasons therefor?

**ANSWER**

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

**(a): No Sir. M/s Broadcast Audience Research Council (BARC) is reporting viewership data for News genre on weekly basis.**

**(b): Does not arise.**

**(c) and (d): The 'Policy Guidelines for Television Rating Agencies in India', 16.01.2014 issued by Ministry of Information and Broadcasting prescribes broad contours on methodology for audience measurement. In line with the Policy prescriptions, BARC has gradually raised the size of panel homes from about 30,000 panels in 2017 to about 55000 in December 2022.**

**Further, BARC is giving viewership data for News and Special Interest Genres, since March,2022, based on 4-week rolling average basis which effectively increases sample size and reduces relative errors in the reported data.**