**GOVERNMENT OF INDIA**

**MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA**

**UNSTARRED QUESTION NO. 745**

**(TO BE ANSWERED ON 24.07.2026)**

**TELEVISION AUDIENCE RATING SYSTEM.**

**745: DR. JOHN BRITTAS:**

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

(a) whether Government has directed Broadcast Audience Research Council (BARC) to suspend publication of television audience ratings across all genres pending registration under the Television Ratings Policy, 2026;

(b) if so, the reasons therefor and the likely timeline for resumption of ratings;

(c) whether Government proposes to permit multiple television rating agencies under the new policy;

(d) whether Government will have any role in the selection, registration, recognition, regulation or removal of such agencies;

(e) safeguards to ensure the agencies functional and operational independence; and

(f) major changes introduced under the Television Ratings Policy, 2026 to improve transparency, competition, sample coverage and the credibility of television audience measurement?

**ANSWER**

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND PARLIAMENTARY AFFAIRS**

**(DR. L. MURUGAN)**

**(a) to (f):**

The Ministry of Information & Broadcasting (MIB) has released the TV Ratings Policy 2026, which sets out comprehensive guidelines for regulating television ratings in India. The policy defines clear standards for the registration, operation, audit, and oversight of agencies providing TV rating services, with the aim of ensuring transparency, independence and accountability in audience measurement.

The TV Rating Policy 2026 replaced the existing Guidelines for TV Rating Agencies in India dated 16th January 2014.

The major reforms introduced under the Policy include:

(i) Reduction of net worth criteria from Rs. 20 Crores to Rs. 5 Crores;

(ii) Technology-neutral audience measurement across multiple platforms including connected TVs and TV channels available on OTT Platforms;

(iii) Increased sample size by expansion of metered homes from 50,000 to 80,000;

(iv) Periodic establishment surveys every three years;

(v) Exclusion of landing page in computation of viewership data;

(vi) Annual independent audits; and

(vii) A graded penalty framework for non-compliance.

The prescribed safeguards include cross-holding restrictions, requirement of at least 33% independent directors on the board of the agency, prohibition of consultancy or advisory activities that may create conflicts of interest, security clearance requirements, audit and transparency obligations to ensure the functional and operational independence of rating agencies.

Under this Policy, any entity in the business of television ratings in India has to comply with certain additional requirements and to register under the new Policy.

As on date, no entity is registered under the new Policy. The Television Ratings Policy, 2026 places no restriction on the number of agencies that may be registered to provide TV rating services.

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