

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

**LOK SABHA
UNSTARRED QUESTION NO. 5278
(TO BE ANSWERED ON 05.04.2017)**

TRP IN TV PROGRAMMES

**5278. SHRI JANAK RAM:
SHRI VISHNU DAYAL RAM :**

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

- a) whether the Government has given recognition to the present system of determining TRP ratings of various television programmes being telecast on various television channels and if so, the details thereof;
- b) whether the Government releases advertisements to the television on the basis of the TRP ratings of television programmes;
- c) if so, the programmes on whose TRP ratings the Government depends upon in this regard; and
- d) the details of the TRP ratings of the programmes being telecast on various channels of Doordarshan in comparison to that of other private channels?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Ministry of Information and Broadcasting formulated policy guidelines in 2014 for Television Rating Agencies to operate in India. All rating agencies require registration from Ministry of Information and Broadcasting in accordance with the terms and conditions prescribed under these guidelines. Detailed guidelines are available on the Ministry's web-site at www.mib.nic.in

(b) & (c) Directorate of Advertising and Visual Publicity (DAVP), an attached office of Ministry of Information and Broadcasting, issues advertisements to empanelled private cable & satellite channels on the basis of viewership data provided by Broadcast Audience Research Council (BARC) which is a registered Television Rating Agency.

(d) The viewership data of Doordarshan and private channels is not comparable as Doordarshan is a public service broadcaster. TRPs of National Channels of Doordarshan for period from 25.02.2017 to 24.03.2017 are attached at Annexure-A.

ANNEXURE-A

ANNEXURE AS REFERRED TO IN REPLY TO PART(d) OF THE LOK SABHA UNSTARRED QUESTION NO. 5278 FOR ANSWER ON 05.04.2017.

BARC

TG:NCCS All

Market: All India

DD Channels Viz-aViz Private TV Channels

Viewership (Impressions in 000')

Period:(25.2.2017 to 24.3.2017

DD National

Sl.No.	Programme	Channel	Impressions in 000'
1	RANBHERI	DD National	1246.34
2	PANAAH	DD National	898.52
3	DIL HAI PHIR BHI HINDUSTANI	DD National	824
4	EK LAKSHYA	DD National	818
5	CHULBULI FILMY CHATPATI GUPSHUP	DD National	801.96
6	PEHCHAN	DD National	747.61
7	AADHA FULL	DD National	737.85
8	IMTIHAAN	DD National	570.31
9	AAKHIR KAUN	DD National	539.16
10	CIRCUS	DD National	503.29

DD News

Sl.No.	Programme	Channel	Impressions in 000'
1	NEWS NIGHT (HINDI)	DD News	252.26
2	8 BAJE	DD News	236.72
3	VIJAYOTSAV	DD News	206.72
4	SANSAD SAMACHAR	DD News	158.01
5	CHUNAVI MAHASANGRAM	DD News	154.66
6	JANADESH 5 PRADESH	DD News	150.95
7	SHATRU SAMPATI	DD News	150.1
8	NAYA SAVERA	DD News	134.74
9	KHABAR DUNIYA KI	DD News	133.97
10	KESARIYA HOLI	DD News	132.76

DD Bharati

Sl.No.	Programme	Channel	Impressions in 000'
1	WILD ADVENTURES WITH BEDI BROTHERS	DD Bharati	45.02
2	NALANDA VISHWA VIDHYALAYA BIHAR	DD Bharati	34.91
3	KABULIWALA KI WAPSI	DD Bharati	33.72
4	SHIV BHAKTA KANNAPNA	DD Bharati	33.08
5	MIRROR FOR MAN	DD Bharati	26.31
6	UTTARARAMACHARITHAM	DD Bharati	24.43
7	RAAT CHOR AAUR CHAAND	DD Bharati	23.98
8	MALGUDI DAYS	DD Bharati	21.54
9	PAATHSHALA	DD Bharati	20.68
10	LONDON KI EK RAAT	DD Bharati	20.07

DD Urdu

Sl.No.	Programme	Channel	Impressions in 000'
1	KUL HIND NAATIYA MUSHAIRA	DD Urdu	23.07
2	ANMOL VIRASAT	DD Urdu	20.39
3	YEH SAB HAI MERAAS HAMARI	DD Urdu	11.89
4	BAJI KI HANDIYA	DD Urdu	11.65
5	GANGA JAMANI HOLI	DD Urdu	10.41
6	DAYERA	DD Urdu	10.06
7	SAFARNAAMA	DD Urdu	8.53
8	KATHA SARITA	DD Urdu	8.44
9	INTIKHAB	DD Urdu	8.44
10	IMROZE	DD Urdu	8.29

DD Kisan

Sl.No.	Programme	Channel	Impressions in 000'
1	COCONUT DEVELOPMENT BOARD	DD Kisan	95.61
2	KRUSHI UNNATI MELA	DD Kisan	68.65
3	GAON MANGE HISAB	DD Kisan	41.9
4	JAY HO BHARATIYA	DD Kisan	32.41
5	HASANE KA MUKHIYA KAUN	DD Kisan	31.62
6	NAYI DISHAYEN	DD Kisan	31.15
7	KISAN SAMACHAR	DD Kisan	28.05
8	SAFALTA KI ANUTHI DASTAAN	DD Kisan	25.52
9	SHRI AMARNATHJI SHRINE BOARD	DD Kisan	24.41
10	SAVITRI EK KRANTI	DD Kisan	23.45

