

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

**LOK SABHA
UNSTARRED QUESTION NO. 4425
(TO BE ANSWERED ON 22.03.2018)**

TAMPERING OF TELEVISION VIEWERSHIP DATA

4425. SHRI KODIKUNNIL SURESH :

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

- (a) whether the Government is seized of the widespread issue of tampering of television viewership data in the country;
- (b) if so, whether the Government has sought information in this regard from the Broadcast Audience Research Council of India and enquired about the economic consequences of such activities; and
- (c) if so, the details thereof?

ANSWER

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

(a) to (c) Viewership data of registered Television satellite channels is generated by Broadcast Audience Research Council (BARC) which has been granted registration for operating as Television Rating Agency under the Policy Guidelines for Television Rating Agencies in India. A reference has been received regarding efforts by unauthorised persons to tamper with TV viewership. Telecom Regulatory Authority of India (TRAI) has issued a direction dated 08.11.2017 wherein all the broadcasters and distributors of television channels have been directed to restrain from placing any registered satellite television channel, whose TV rating is released by TV rating agency, on the landing Logical Channel Number (LCN) or landing channel or boot up screen. Ministry of Information and Broadcasting has, on 13.02.2018, advised BARC to comply with the terms and conditions prescribed in the Policy Guidelines for Television Rating Agencies in India and to take cognizance of TRAI's directions dated 08.11.2017.
