

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

**LOK SABHA
UNSTARRED QUESTION NO. 2652
(TO BE ANSWERED ON 27.12.2018)**

RATING SYSTEM OF TV PROGRAMME

**2652. DR. PRITAM GOPINATH MUNDE:
SHRI SHRIRANG APPA BARNE:
SHRI ADHALRAO PATIL SHIVAJIRAO:
SHRI VINAYAK BHAURAO RAUT:
SHRI ANANDRAO ADSUL:**

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

- (a) whether the Union Government is aware that there are several concerns relating to neutrality and reliability of the existing audience TV programme rating system which need to be reviewed and if so, the details thereof along with the present rating system of the TV programme;
- (b) whether the Ministry had sought recommendations for laying down comprehensive guidelines and accreditation mechanism for television rating agencies in India to ensure transparency and accountability in the rating system during the year 2012 and if so, the details thereof along with the progress made so far in this regard;
- (c) whether the Telecom Regulatory Authority of India (TRAI) has recently issued consultation paper to review TV audience measurement and recommended comprehensive guidelines for registration of television rating agencies; and
- (d) if so, the details thereof and the further action taken by the Government in this regard?

ANSWER

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

- (a) to (d): Ministry of Information & Broadcasting vide its letter dated 31.08.2012, had requested Telecom Regulatory Authority of India (TRAI) to provide its recommendations for comprehensive guidelines/ accreditation mechanism for TRP rating agencies in India. TRAI gave its recommendations on "Guidelines/ Accreditation Mechanism for television ratings Agencies in India" on 11.09.2013. Based on the said recommendations, the Ministry with the approval of the Union Cabinet, issued "Policy Guidelines for Television Rating Agencies in India" on

16.01.2014. The Policy Guidelines stipulate the rating process/ methodology in detail

for audience measurement. (These Guidelines are available on the BroadcastSeva portal of this Ministry at the link https://www.broadcastseva.gov.in/TRP_loading_page/TRP_Guidelines_16.01.2014.pdf) Keeping in view the provisions of the said Guidelines, M/s Broadcast Audience Research Council (BARC) has been granted registration for operating as Television Rating Agency. Ministry of Information and Broadcasting has received a representation from Regulatory Analysis & Advocacy Group (RAAG), wherein it has made some observations on the validity of TRP ratings generated and has requested the Government to review the Policy Guidelines for Television Ratings in India. Further, TRAI has informed that on 03.12.2018, it has suo-motu floated Consultation Paper on “Review of Television Audience Measurement and Ratings in India” for seeking comments of stakeholders on the issues related to review of existing system. However, no fresh recommendations have been received from TRAI on the issue.
