

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

**LOK SABHA
UNSTARRED QUESTION NO. 1972
(TO BE ANSWERED ON 01.08.2023)**

MANIPULATION OF TRPs.

1972. SHRI MARGANI BHARAT

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

- (a) whether the Government is aware that there have been cases of manipulation of Television Rating Points (TRPs) by some television channels through rigging of devices used by Broadcast Audience Research Council (BARC);
- (b) if so, the details thereof including the action taken by the Government against the television channels;
- (c) whether the Government has taken any steps to create a more transparent system for measuring TRPs and if so, the details thereof;
- (d) whether the Government is also aware that the current TRP system is heavily biased towards urban areas and if so, the details thereof;
- (e) whether the Government has considered for changing the system of measurement to give equal weightage to rural and semi-urban areas through increment in the sample size;
- (f) if so, the details thereof and if not, the reasons therefor; and
- (g) whether the Government has made any attempts to study global practices adopted for TRPs and their measurement and if so, the details thereof and if not, the reasons therefor?

ANSWER

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

(a) to (c): Some news reports in October, 2020 expressed concerns on manipulation of Television Rating Points by few channels. In this regard, the Broadcast Audience Research Council (BARC) filed 11 FIRs in different States.

Further, this Ministry had also constituted a Committee with Chief Executive Officer, Prasar Bharati as Chairman and members from IIT, C-DOT and IIM to review the TV

rating ecosystem. Based on the recommendations of the Committee, BARC has taken steps to strengthen its corporate governance and technical oversight of its rating process.

(d) to (f) : The 'Policy Guidelines for Television Rating Agencies in India', 16.01.2014 issued by Ministry of Information and Broadcasting prescribes for the selection of panel homes to be based on distribution of target viewership representing age group, socio-economic class, gender, working status, multiple delivery platforms, all States and urban & rural markets. Reportedly, around 40% of panel households are installed in Rural India and 60% in Urban India. The final audience estimates are statistically adjusted to ensure that the TRPs are not biased towards Urban or Rural India.

(g) : Telecom Regulatory Authority of India (TRAI), in its separate set of recommendations on the Television Audience Measurement in 2013 and again in 2020 delved into the international scenario of TRPs. These recommendations have been part of the deliberations held by the Ministry of Information and Broadcasting as well as the above-said TRP Committee. In addition to above, this Ministry continuously monitors TRP rating ecosystem and prescribes policy interventions needed from time to time.
