

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

**LOK SABHA  
UNSTARRED QUESTION NO.2011  
(TO BE ANSWERED ON 30.07.2021)**

**AUDIENCE RATING SYSTEM.**

**2011. SHRI KALYAN BANERJEE:**

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

- (a) whether the Government has any system to rate the electronic broadcasting viewers of the country;
- (b) if so, the detail thereof and if not, the reasons therefor;
- (c) whether any private operator or organisation are involved in audience rating system and if so, the detail of their performance since 2018; and
- (d) the details of rating of electronic media, news and general entertainment and other social media channels, state/UT-wise?

**ANSWER**

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

(a) and (b): Yes Sir. The Ministry of Information and Broadcasting has formulated and notified "Policy guidelines for Television Rating Agencies in India" dated 16.01.2014. These have provisions like methodology for audience measurement, panel selection, viewing platform secrecy and privacy, data analysis, transparency and complaint redressal mechanism etc. which are essential for a robust, transparent and accountable rating system in India.

(c) Yes Sir. Broadcast Audience Research Council (BARC), a self-regulatory industry led body has been granted permission on 28.07.2015 for carrying out audience rating measurement. The policy guidelines stipulates a dedicated

complaint redressal mechanism which, inter alia, has provisions for establishment of call centre, procedure and time limits for handling complaints, establishment of Appellate Authority for redressal of complaints etc. BARC measures and publishes TV viewership estimates based on an elaborate process and currently reports on the viewership of more than 550+ channels for the estimated 210 million TV homes in India.

(d) The rating agency collects the raw data through the use of panel homes for analysis and generates the TRP ratings from time to time. The details of ratings of different genres are notified from time to time and relevant details are available with the rating agency. The details of ratings of electronic media, news and general entertainment and other social media channels, state / UT-wise data are not specifically maintained in the Ministry of Information and Broadcasting.

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