

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

**LOK SABHA
UNSTARRED QUESTION NO. 850
(TO BE ANSWERED ON 23.07.2021)**

REVISION OF GUIDELINE ON TELEVISION RATING AGENCIES.

850. SHRI GURJEET SINGH AUJLA:

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

- (a) whether the Government has set up a Committee to review the guidelines on Television Rating Agencies and whether the committee has submitted its recommendations to the Government;
- (b) if so, the details of recommendations of the Committee and action taken thereon;
- (c) whether fundamental issue of greater transparency in TRP's and base of People's meters, will be widened so that there is no scope of manipulation; and
- (d) if so, details thereof?

ANSWER

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

(a): Yes Sir. A Committee was constituted under the Chairmanship of Chief Executive Officer, Prasar Bharati with members from IIT, C-DOT and IIM, to, inter alia, review the guidelines for Television Rating Agencies and to make recommendations on way forward for a robust, transparent and accountable rating system in India. The said Committee has submitted its recommendations to the Government.

(b): The Committee headed by CEO, Prasar Bharati has made recommendations strengthening corporate governance, bolstering technical oversight, open data ecosystem, data collection / analysis, curbing unhealthy business practices, innovation, new business models and competitiveness. The recommendations have been analysed and evaluated vis-à-vis their being translated, if required, into the existing guidelines where-ever required.

(c) and (d): The existing guidelines have provisions like methodology for audience measurement, panel selection, viewing platform secrecy and privacy, data analysis, transparency etc. which are essential for a transparent and accountable rating system in India. The guidelines, inter-alia, prescribe that the panel homes shall be drawn from the pool of households selected through an establishment survey. The procedure adopted for selection and rotation of the panel homes shall be made transparent. Further, the panel size shall be increased in a graded manner and has to remain representative of all TV households in the country. The guidelines also prescribe that the rating agency shall publish the detailed methodology on its website. These parameters have been included in the existing guidelines to ensure transparency and representative collection of panel homes. Based on the recommendations of the Committee headed by CEO, Prasar Bharati along with recommendations of TRAI, the present guidelines have been analysed / evaluated vis-à-vis strengthening of transparency / panel homes and other parameters.
