

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

**LOK SABHA  
UNSTARRED QUESTION NO. 2573  
(TO BE ANSWERED ON 14.12.2021)**

**GUIDELINES ON TELEVISION RATING AGENCIES.**

**2573. SHRIMATI CHINTA ANURADHA:**

**SHRI N. REDDEPPA:**

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

- (a) whether the Government has commissioned a review of Guidelines on Television Rating Agencies in the country under Prasar Bharti; and
- (b) if so, the major findings and recommendations of the said report?

**ANSWER**

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

**(a) & (b): 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 on Television Rating Agencies in the country and to make recommendations on way forward for a robust, transparent and accountable rating system in India. The Committee has made recommendations on strengthening corporate governance and bolstering technical oversight of the existing rating agency, open data ecosystem / return path data, curbing unhealthy business practices, promoting innovation, new business models and competitiveness, etc. The recommendations of the Committee also address various other issues referred to them including the recommendations of the Telecom Regulatory Authority of India on the subject.**

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