

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

**LOK SABHA
UNSTARRED QUESTION NO. 3734
(TO BE ANSWERED ON 21.12.2021)**

REPORT FROM BARC.

3734. SHRI KALYAN BANERJEE

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

- (a) whether Government has received a report from a Committee for Broadcast Audience Research Council (BARC) India to carry out a systematic selection method for Target Rating Point (TRP) under the Information and Broadcasting Ministry headed by Prasar Bharati to review the existing guidelines for TV ratings and recommendations;
- (b) if so, details of the report and recommendations therein;
- (c) whether any recommendations by the Government have specified TRP schedule and rating procedures for news, entertainment, infotainment and audio, etc., if so, the details thereof;
- (d) whether it is also a fact that BARC mess remains unresolved till date; and
- (e) if so, the details of the proposal if any, by the Government for an early resolution therein?

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.

(c) : Government has issued the 'Policy Guidelines for Television Rating Agency in India' on 16.01.2014, which inter-alia specify the methodology for audience measurement, panel selection, viewing platform secrecy and privacy, data analysis, transparency and complaint redressal mechanism etc.

(d) and (e) : BARC has apprised this Ministry that it has taken a number of steps to improve its Corporate Governance viz. complete insulation of management from the rating process, outlier corrections by empirically derived statistical parameters and automated procedure with no manual intervention or exceptions. This is a continuous process and policy prescriptions as may be required are made by the Government from time to time.
