

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

**LOK SABHA  
UNSTARRED QUESTION NO. 1038  
(TO BE ANSWERED ON 08.02.2022)**

**REVIEW OF GUIDELINES ON TELEVISION RATING AGENCIES.**

**1038. SHRIMATI GODDETI MADHAVI:**

**SHRI BHAGIRATH CHOUDHARY:**

**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;
- (b) if so, the details thereof alongwith the major findings and recommendations of the said review;
- (c) the details of the steps taken by the Government to strengthen the process of reliable and transparent rating system;
- (d) whether the Government has received complaints against its programmes and Over The Top (OTT) platforms and
- (e) if so, the details thereof?

**ANSWER**

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

**(a) and (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) : In spirit of the recommendations of the above-said TRP Committee and TRAI, various steps on corporate governance and on streamlining of processes and their transparency have been taken by BARC. The management involvement in the ratings generation process has been institutionally removed. The Oversight and Technical Committees within BARC have been strengthened for data validation and methodology. The access protocols for data have also been revamped and tightened. Notwithstanding the existing processes put in place by BARC, reforms are continuous process and policy prescriptions as may be required are made by the government from time to time.

(d) and (e) : The Central Government has notified Information Technology (Intermediary Guidelines and Digital Media Ethics Codes) Rules, 2021 on 25th February, 2021. The Part III of the rules inter- alia provide for the following:-

- i. Code of Ethics to be followed by digital news publishers and publishers of OTT content.
- ii. A three-level Grievance Redressal Mechanism consisting of the publisher (Level-I), self-regulating body constituted by the publishers (Level-II) and an Oversight Mechanism of the Government (Level-III), with time bound grievance disposal mechanism.

The Grievances regarding content published by a publisher in relation to the Code of Ethics are forwarded to the concerned publishers as per Grievance Redressal Mechanism for addressing the grievance.

\*\*\*\*\*