

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3076  
(TO BE ANSWERED ON 22.03.2022)**

**RETURN PATH DATA (RPD).**

**3076. SHRI KURUVA GORANTLA MADHAV:**

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

- (a) the process of induction of independent members in the Board and Technical Committee of the Broadcast Audience Research Council (BARC); and
- (b) the composition of the Joint Working Group and methodology to study the potential for leveraging Return Path Data (RPD) from set top boxes?

**ANSWER**

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

**(a): M/s Broadcast Audience Research Council (BARC) has been granted permission by the Ministry of Information and Broadcasting on 28.07.2015 for providing Television Rating Points services, in accordance to the “Policy Guidelines for Television Rating Agencies in India” dated 16.01.2014. BARC being a private company decides its own process for induction of independent members in the Board and Technical Committee in compliance with the Companies Act, 2013.**

**(b): A Joint Working Group has been constituted on 12.01.2022 under the Chairpersonship of Chief Executive Officer, Prasar Bharati and comprising representatives from Ministry of Electronics and Information Technology,**

**Bureau of Indian Standards, BARC, Direct-to-Home (DTH) Association and All India Digital Cable Federation, etc. to study different aspects of the data capturing including Return Path Data (RPD) in context of the audience measurement, international practices, security of the viewership data, etc. The Group is tasked to study successful global best practices in RPD, the models undertaken in India by BARC and other independent experiments by DTH operators and other relevant stakeholders and formulate a mandate for combining the data sources including RPD, if so decided, with the existing sampling methodologies.**

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