

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

**LOK SABHA  
UNSTARRED QUESTION NO. 4323  
(TO BE ANSWERED ON 29.03.2022)**

**BARC RATINGS FOR NEWS CHANNELS.**

**4323. SHRI A. RAJA:**

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

- (a) whether Broadcast Audience Research Council (BARC) ratings for news channels were manipulated and did not represent the real position;
- (b) if so, the action taken to rectify the system and to insulate it from any irregularities and manipulation;
- (c) whether BARC ratings for news channel would be resumed soon; and
- (d) if so, the present status thereof along with the time by which these ratings are likely to be resumed?

**ANSWER**

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

**(a) and (b): The news reports published in October, 2020 expressed some concerns relating to Television Rating Points. The issue is a matter of investigation by the concerned police / judicial authorities of the respective jurisdictions. In order to study the concerns related to Television Rating Points and address them in the light of fresh recommendations of Telecom Regulatory Authority of India (TRAI) and the technological advancements / interventions to address the system, a Committee was constituted under the Chairmanship of Chief Executive Officer (CEO), Prasar Bharati with members**

from IIT, C-DOT and IIM. BARC subsequently informed that, in spirit of the recommendations of the said Committee and TRAI, it has taken various steps on corporate governance and on streamlining of processes and their transparency. 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.

(c) and (d): BARC has resumed the ratings for news channels and released data as per Augmented Data Reporting Standards with effect from 17.03.2022.

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