

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

**LOK SABHA
UNSTARRED QUESTION NO. 2646
(TO BE ANSWERED ON 02.08.2022)**

VIEWERSHIP DATA.

2646. SHRI ADALA PRABHAKARA REDDY:

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

- (a) whether viewership data released by the Broadcast Audience Research Council (BARC) is suspended for the news genre and if so, the reasons therefor;
- (b) whether the Government has taken any steps to revise the methodology of the viewership data collected by the BARC particularly in the news genre, if so, the details thereof and if not the reasons therefor; and
- (c) whether the Government has created new guidelines to improve the statistical robustness of viewership data in the news genre and if so, the details thereof including the date of their release and notification and if not, the reasons therefor?

ANSWER

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

(a): No Sir.

(b): Ministry of Information and Broadcasting had constituted a Committee 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. In spirit of the recommendations of the said TRP Committee and Telecom Regulatory Authority of India (TRAI), various steps on strengthening corporate governance and on streamlining of processes and their transparency have been taken by Broadcast Audience Research Council (BARC). BARC has also come up with 'Four week rolling average' concept to increase the

effective sample size for News and Special Interest genre and reduction in relative errors in the data.

(c): Ministry of Information and Broadcasting had issued a directive to BARC on 12.01.2022 to resume the news ratings keeping in view the above-said restructuring steps and systems and processes put in place by BARC.
