

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

**UNSTARRED QUESTION NO. 4425**

**(TO BE ANSWERED ON 20.08.2025)**

**MODERNISATION OF TELEVISION RATING SYSTEM.**

**4425. SHRI YOGENDER CHANDOLIA:**

DR. HEMANG JOSHI:

SHRI MANOJ TIWARI:

SMT. APARAJITA SARANGI:

SHRI ASHISH DUBEY:

SHRI ANIL FIROJIYA:

MS KANGNA RANAUT:

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

- (a) the details of specific steps being taken by the Government to modernise the television rating system to accurately measure viewership across both traditional and digital platforms;
- (b) the details of specific steps being taken by the Government to promote competition and remove entry barriers for new rating agencies; and
- (c) the details of initiatives taken by the Government to encourage the adoption of advanced technologies for a more transparent and robust measurement framework?

**ANSWER**

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND  
PARLIAMENTARY AFFAIRS (Dr. L. MURUGAN)

**(a) to (c):**

The government has proposed reforms to the television audience measurement system.

Draft amendments to the existing Policy Guidelines for Television rating agencies in India have been published on the website of the Ministry for public consultation.

Proposed reforms aim to enable fair competition, generate more accurate and representative data, and ensure that the TRP system accurately reflects the diverse and evolving media consumption habits of viewers across the country.

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