

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

**UNSTARRED QUESTION NO. 4496**  
**(TO BE ANSWERED ON 20.08.2025)**

**PRIORITISATION OF HIGH-TRP NEWS.**

**4496. SHRI BAJRANG MANOHAR SONWANE:**

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

- (a) whether it is a fact that news channels are currently evaluated based on Television Rating Points (TRP), leading to prioritization of high-TRP news while important news in the national interest with lower TRP ratings is neglected;
- (b) whether the Government is aware that this practice may lead to unhealthy competition among news channels and a decline in their credibility;
- (c) if so, whether the Government is proposing reforms in the TRP evaluation system; and
- (d) if so, the steps taken/proposed to be taken by the Government in this regard?

**ANSWER**

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

**(a) to (d):** Television Rating Points (TRP) published by registered Audience Rating agency quantifies the number of viewers of a particular channel or a program during a given time. Individual channels decide priority of a particular program or a news item.

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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