

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

**UNSTARRED QUESTION NO. 468**  
**(TO BE ANSWERED ON 23.07.2025)**

**BROADCAST AUDIENCE RESEARCH COUNCIL.**

**468. SHRI EATALA RAJENDER:**

**SHRI CHAMALA KIRAN KUMAR REDDY:**

**SMT. D K ARUNA:**

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

- (a) whether the Government has proposed amendments to Rules for TV rating agencies and also propose to remove some restrictive provisions for media houses to allow more players besides the current Broadcast Audience Research Council (BARC) to democratise and modernise the television audience measurement ecosystem; and
- (b) if so, the details thereof and views received from Experts, Stakeholders, the Committees and Task Forces appointed/recommendations received/action taken thereon to date to suit the present conditions along with the views of Experts in this regard?

**ANSWER**

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

**(a) and (b):**

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

Draft amendments to the existing Policy Guidelines for Television rating agencies in India dated 16.01.2014, 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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