

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

**LOK SABHA
UNSTARRED QUESTION No.2234
(TO BE ANSWERED ON 06.05.2016)**

RADIO AUDIENCE MEASUREMENT

**2234. DR. SHRIKANT EKNATH SHINDE:
SHRI ADHALRAO PATIL SHIVAJIRAO:**

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

- (a) whether consultation paper on issues related to Radio Audience Measurement and rating in India has been released by the TRAI in the recent past;
- (b) if so, the details thereof along with the salient features thereof;
- (c) the details of existing system for rating of radio audience in the country; and
- (d) the extent by which the proposed mechanism is likely to improve the standard of programmes/channels?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.)}**

(a) & (b) TRAI has recently released a consultation paper on “Issues related to Radio Audience Measurement and Ratings in India” on 15th March, 2016 for inviting comments/counter comments of stakeholders. The consultation paper covers models for regulating radio rating system, guidelines for industry led body and guidelines for accreditation of rating agency.

(c) & (d) The details of existing system for ratings of radio audience are given in Chapter III of the consultation paper **(Annexure-I)**. The consultation paper seeks comments of stakeholders on various options for radio audience measurement. The main objectives of the consultation paper are to ensure growth of radio broadcasting sector, transparency in radio audience measurement & ratings and greater diversity and better quality content.

Prasar Bharati has informed that All India Radio (AIR) has its own system of Audience Research Unit (ARU) for rating of radio audience for its various channels that includes the functions of analysing the socio-economic characteristics, general listening/viewing behaviour of target audience and to identify their needs, tastes and aspirations, to assess the extent of listening of various programmes and impact of these programmes on the target audience and to provide both quantitative and qualitative feedback to the programme planners and policy makers. The research methodologies followed by the ARU are Listeners' letter analysis, field surveys, telephone surveys, panel studies, Focus Group Discussions with the panel of experts from time to time to check the quality of the programmes. Findings of audience research are always used to improve the content creation for AIR broadcast.

ANNEXURE AS REFERRED TO IN REPLY TO PART (c) & (d) OF LOK SABHA UNSTARRED QUESTION NO. 2234 TO BE ANSWERED ON 06.05.2016

Chapter III

Radio Audience Measurement in India: Current Scenario

- 3.1 All India Radio undertook the first Radio Audience Measurement (RAM) in the country in 1946 through its 'Listeners Research Wing'. Subsequently, Listeners Research Wing was renamed as 'Audience Research Unit' with 38 branches across the country. However, AIR usually conducts listenership survey for its own radio channels and for its own consumption.
- 3.2 Radio rating services on a commercial basis was provided by TAM Media Research for the first time in 2007 through its own independent division, which is a joint service of IMRB international and Nielsen Media Research. At present TAM conducts audience measurement in the cities of Bengaluru, Delhi, Mumbai and Kolkata only.
- 3.3 As a first step towards audience measurement, TAM conducts an establishment survey in all the four cities. Through this survey, 3000 individuals each aged more than 12 years and owning an FM device is selected from a household. Such individuals are selected in each of the four cities using random sampling and conduct of face-to-face interviews using a structured questionnaire. Out of the 3000 individuals selected, 480 are further selected through systematic random sampling using the Kisch grid in each city and this forms the panel for the purpose of radio audience measurement. TAM uses the diary method to measure listenership and provides listenership data on a weekly basis.
- 3.4 TAM also conducted listenership surveys in 9 additional cities comprising of Ahmedabad, Chennai, Hyderabad, Indore, Jaipur, Kanpur, Lucknow, Nagpur and Pune during May-August 2011 and Feb-March 2012. These surveys were, however, not continued.