

**Information note to the Press (Press Release No. 117/2018)**

**For Immediate release**

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI releases Consultation Paper on Review of Television Audience Measurement and Ratings in India**

**New Delhi, 3rd December, 2018-** The Telecom Regulatory Authority of India (TRAI) has today released a Consultation Paper on “Review of Television Audience Measurement and Ratings in India”.

2. Audience measurement implies measurement of what is being viewed. On the basis of audience measurement data, ratings are assigned to various programmes on television. Television ratings in turn influence programmes produced for the viewers.

3. In 2012 MIB sought recommendations of TRAI for laying down comprehensive guidelines/accreditation mechanism for Television rating agencies in India to ensure transparency and accountability in the rating system. After an exhaustive consultation process TRAI gave its recommendations on “Guidelines/Accreditation Mechanism for television ratings Agencies in India” to MIB on 13<sup>th</sup> September 2013. The Authority supported self regulation of television ratings through an industry led body like Broadcast Audience Research Council (BARC). TRAI recommended comprehensive guidelines for registration of television rating agencies.

4. MIB accepted TRAI recommendations and notified Policy Guidelines for Television Rating Agencies in India on 10<sup>th</sup> January 2014. Under these guidelines, the industry-led body BARC was accredited by MIB on 28<sup>th</sup> July 2015, to carry out the television ratings in India. BARC commenced its operations in 2015 and since then it is the sole provider of TV rating services on commercial basis.



5. Several concerns relating to neutrality and reliability of the existing rating system have been raised by stakeholders, which necessitated a need to review of existing Television Audience Measurement and Ratings system in India. Accordingly, TRAI has *suo-motu* floated this consultation paper for seeking comments of stakeholders on the issues related to review of existing system.

6. The full text of the Consultation Paper is available on TRAI's website [www.traigov.in](http://www.traigov.in).

7. Written comments on the consultation paper are invited from the stakeholders by 2<sup>nd</sup> January 2019. Counter-comments, if any, may be submitted by 16<sup>th</sup> January 2019. The comments and counter-comments may be sent, preferably in electronic form, to Mr. Arvind Kumar, Advisor (B&CS) on the e-mail address [arvind@traigov.in](mailto:arvind@traigov.in) or [vk.agarwal@traigov.in](mailto:vk.agarwal@traigov.in). Comments and counter-comments will be posted on TRAI'S website [www.traigov.in](http://www.traigov.in)

8. For any clarification / information, Shri Arvind Kumar, Advisor (B&CS) may be contacted at Tel. No.: +91-11-23220209, Fax: -91-11-23230056.

  
(S. K. Gupta)

Secretary, TRAI

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