

Fwd: Television audience measurement

1 message

V K Agarwal <vk.agarwal@traf.gov.in>
To: Vinay Yadav <vinay.yadav0512@gmail.com>

Thu, Feb 14, 2019 at 2:49 PM

----- Original Message -----

From: **Star Raiser** <stanleyrodrigues145@gmail.com>

Date: Feb 13, 2019 9:14:42 PM

Subject: Television audience measurement

To: arvind@traf.gov.in, vk.agarwal@traf.gov.in

Q1) whether BARC has been able to accomplish the purposes other transparency and without any bias for which it has been established?

A) I really don't feel that anything is done by BARC as things are still the same.

Q2) is there a need to create competition in rating services.

No not required at all.

Q4) is the current audience measurement technique used by BARC

ANS. ALL THIS IS NOT REQUIRED.

Q5) NOT APPLICABLE

Q6) Yes

All fine one query missing.

Should there be commercial content more than 60seconds, or should there be a full stop as no adds would be run for more than 120seconds in a 30minute programme. As consumer watches programme and not advertisement.

If the channel has advertisement then all channel's should not be priced more than 1re.

As there are 550 channels, out of which 100channels are free which amount to Rs.153 with gst.

We have 150million population out of which 123million are glued to television.

If you will price 1re per channel. The channel get 123million from that one channel, just imagine 19Rs.per channel means 150million x 19 per channel is the earning on each channel.

The channel should charge only Re.1 per channel.As if I watch 20 paid channels.

I will have to delete twenty channels from free to air channels and add 20 paid channels. So that I don't pay more than 130. Also if I have the best channels at Re.1*30channels.

I end up paying 130+30=160 plus tax. BUT
IF I GO WITH the current tariff.

130+(each prime channel RS.19 for two) it will be 38 so I end up paying 168 plus taxes for watching only TWO PAID CHANNELS.

SO PLEASE THANK ABOUT IT THAT CONSUMER IS THE KING.

ALL CHANNELS SHOULD CHARGE MAXIMUM RE.1 so that people use the television if you will force on them to do so. The people may just retaliate and take law in their own heads so please answer.

Please help all

Stanley

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