

Mechanism to regulate TRP

686. SHRI A. ELAVARASAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Broadcast Audience Research Council (BARC), the joint body of private broadcasters, advertisers and media agencies, failed to meet the dead line to put in place an industry-led mechanism to regulate TRP in the country;

(b) if so, the details thereof:

(c) whether Government is not in favour of giving any more extension and proposes to set up TRP body; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) to (d) A Committee was set up under the chairmanship of the former Secretary General, Federation of Indian Chamber of Commerce & Industry, to make recommendations on various critical issues relating to generation of Television Rating Points (TRP) in India. The Committee submitted its Report in November, 2011. Taking note of an industry led initiative called Broadcast Audience Research Council (BARC), the Committee recommended, inter-alia, that the joint industry body is the most effective way forward for producing accuracy and robustness in TRP systems in India. The Committee also recommended that the TRP measurement process should comprise of 4 stages. The Committee further recommended that the BARC initiates the necessary changes within its board for, inter-alia, initiation of further activity by June, 2011. The BARC has commenced the preparatory activity for TRP generation and is likely to start publishing rating reports by July, 2013. There is no proposal at present under consideration of the Government to set up any separate body on TRP.

FM Radio stations

687. SHRI TARUN VIJAY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of FM (commercial) radio stations functional in the country with the details of their operators/owners/controllers and locations;

(b) the number of community radios operational with details of their licensed operators and locations;