

their revenue share from the subscription revenue with the Multi-System Operator (MSO) depending upon the roles and responsibilities shared between the two. In case, the negotiations fail, assured revenue share has been prescribed to the cable operators in the ratio of 35:65 (LCO:MSO) for subscriptions having pay channels and in the ratio of 45:55 (LCO:MSO) for Free To Air (FTA) subscriptions.

**TAM-Prasar Bharati-DAVP disagreement on
T.V. viewership**

1002. SHRIMATI KUSUM RAI:

SHRI PRABHAT JHA:

SHRI ARVIND KUMAR SINGH:

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

(a) whether the data provided by TAM media research regarding television viewership has been found faulty and corrupt by Prasar Bharati;

(b) if so, the details thereof;

(c) whether empanelment is being done by DAVP and advertisements/rate offers are being issued by DAVP on the basis of data of TAM;

(d) if so, the reasons therefor;

(e) whether third party verification is also being done on the basis of TAM data by DAVP;

(f) if so, the details thereof; and

(g) the reasons for the same and reasons for disagreement by DAVP with Prasar Bharati?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Prasar Bharati has raised serious concerns over the system and methodology of measurement of Television Rating Points (TRPs) by TAM Media Research and has filed a complaint against it in the Competition Commission of India.

(c) and (d) Regarding advertisements/rates offered by DAVP, an Empanelment Advisory Committee was constituted by the Ministry of Information and Broadcasting in 2010 for laying down criterion for empanelment and for fixation of rates of

advertisement for empaneled TV and Radio Channels. On the basis of the report submitted by the Committee, new policy guidelines for Empanelment of Cable and Satellite (C&S) TV Channels were issued on 14.5.2012 which State that the rates offered to channels will be based on a formula which has the viewership, as measured by TAM, as the criteria. Accordingly, Advertisements are released on the basis of the policy laid down in the said guidelines.

(e) to (g) The policy guidelines issued by the Ministry of Information and Broadcasting also stipulate that payment can be made only after sufficient third-party verification is carried out and it is confirmed that the TV spot was actually broadcast in the stipulated time band/for the stipulated duration by the channel.

Vacancies in Andhra Pradesh High Court

1003. SHRIMATI GUNDU SUDHARANI: Will the Minister of LAW AND JUSTICE be pleased to state:

(a) whether it is a fact that nearly 20 posts of judges are lying vacant in Andhra Pradesh High Court;

(b) if so, since when each post is lying vacant;

(c) what efforts Ministry is making to fill up the above vacancies; and

(d) when the process of filling up of each of the above vacancies has been initiated and the reasons for the delay, if any?

THE MINISTER OF LAW AND JUSTICE (SHRI ASHWANI KUMAR): (a) and (b) Against the sanctioned strength of 49 Judges (Permanent/Additional Judges) of the Andhra Pradesh High Court, 18 posts of Judges are presently lying vacant as on 26.11.2012. The dates of occurrence of vacancies of the posts are as under:—

01.04.2007	—	Six posts
14.05.2008	—	One post
13.07.2010	—	-do-
10.01.2011	—	-do-
20.02.2011	—	-do-
11.04.2011	—	-do-
27.05.2011	—	-do-