

Monopoly of cable TV sector

1771. SHRI SANJAY RAUT : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Ministry has asked the Telecom Regulatory Authority of India (TRAI) to suggest measures to check monopoly of cable TV sector;
- (b) if so, the details thereof;
- (c) whether the Ministry would clip the wings of certain players who are dominating in the Multi System Operators in various States;
- (d) whether any time-frame has been set for TRAI to submit the report; and
- (e) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) to (e) The Ministry is seized of the issue of monopolistic practices in the various segments of broadcasting sector and accordingly a reference to the Telecom Regulatory Authority of India (TRAI) was made on 16.5.2012 to examine the entire gamut of media ownership issues. The Ministry has requested TRAI to provide recommendations on specific issues of vertical integration within the various segments in the Broadcasting Sector as in the present scenario more and more broadcasting companies owning television channels are venturing into various distribution platforms, namely cable TV distribution, DTH, and IPTV etc. and similarly many companies owning distribution platforms are also entering into television broadcasting. TRAI has also been asked to look into the issue of horizontal integration wherein companies have controls/ownerships across print, TV and Radio. TRAI recommendations are awaited. The Ministry is also in the process of making a reference to the TRAI to examine the spectre of alleged monopolistic practices in the distribution segment of the Broadcasting Sector.

TRP system

1772. SHRI AAYANUR MANJUNATHA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government proposes to examine the Television Rating Points (TRP) system in the country;
- (b) if so, the details thereof;

- (c) the reliability of the present system in vogue;
- (d) whether Government has asked the Telecom Regulatory Authority of India (TRAI) to give its suggestions;
- (e) if so, the details thereof;
- (f) the details of progress made by Government to implement the new TRP system; and
- (g) by when the new TRP system is likely to be implemented?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) and (b) Keeping in view certain deficiencies in the existing system of generation of Television Rating Points (TRP), Government had constituted a Committee under the chairmanship of the former Secretary General of FICCI, Dr. Amit Mitra, to review the existing Television Rating Points System (TRP) in India and suggest measures to bring in place an effective mechanism for a transparent Television Rating Points System. The Committee submitted its report to the Ministry in November, 2010. In its report, the Committee has, *inter-alia*, recommended self-regulation of TRPs through an industry led body, *i.e.* Broadcast Audience Research Council (BARC).

(c) The existing system of generation of Television Rating Points (TRP) has certain deficiencies with regard to the adequacy of sample size, accuracy of viewing habits of people, coverage of people in rural areas, North Eastern States and J&K etc.

(d) and (e) The Ministry has made a reference to the Telecom Regulatory Authority of India (TRAI) to recommend comprehensive guidelines/accreditation mechanism with TRAI as accrediting agency for TRP rating agencies in India to ensure fair competition, better standards and quality of services by TRP rating agencies. A comprehensive accreditation system, *inter-alia*, should have the following:

- (i) Well represented and statistically valid sample size of TV homes giving adequate representation to both urban and rural areas.
- (ii) Coverage of all States in the country.
- (iii) Third party audit of the data.
- (iv) Transparency in the selection of people meter homes.

- (v) Secrecy of people meter homes on the panel.
- (vi) Public grievance redressal mechanism.

TRAI has also been requested to recommend specific guidelines for regulating cross-holdings in those companies which are involved in the generation of television viewership measurement in India.

(f) and (g) Ministry has been regularly reviewing the progress made by BARC towards setting up of a transparent and credible TRP measurement system in India. As the recommendations of Dr. Mitra's Committee were to be acted upon by the Indian Broadcasting Foundation (IBF), the report was sent to them in January 2011. BARC has recently informed the Ministry that action has been taken by them to constitute a BARC Advisory High Table. They have also intimated that it has been decided by them to appoint a Technical Committee to proceed with the operational tasks for putting up a TRP measurement mechanism.

Business opportunities due to digitization of cable TVs

†1773. SHRI RAM JETHMALANI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that a lot of business opportunities are expected to be created as a result of digitization of cable television in the country;
- (b) if so, the details in this regard and whether huge amount of investment would be required in this industry to utilize these opportunities;
- (c) if so, Government's reaction in this regard; and
- (d) whether Government has paved the way for the entry of foreign companies into India by promoting foreign investment for this purpose?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI) : (a) to (d) The Ministry is implementing digitalization with addressability in the cable TV sector in a phased time bound manner with sunset date for complete switch over of analogue services to digital addressable system by December, 2014. Digitisation of Cable TV will revolutionize the broadcasting industry as it would make the broadcasting sector dynamic, transparent and accountable. Digitization will result in overall economic

† Original notice of the question was received in Hindi.