

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (d) No such proposal has been received or is under consideration in this Ministry.

Measurement system of TRP

1463. DR. CHANDAN MITRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has issued guidelines for measurement of TRP rating by TAM Media Research;

(b) if so, the details thereof;

(c) if not, the reasons therefor; and

(d) the steps taken by Government to set up an independent broad based agency for collecting television viewership data for the benefit of broadcasters, media agencies and advertisers?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) to (d) No such guidelines have been issued by the Government. However, keeping in view certain deficiencies in the existing system of generation of Television Rating Points (TRP), the Government requested the Telecom Regulatory Authority of India (TRAI) to examine the issue of TRP system in India. The TRAI recommended that Self-regulation of TRPs should be done through an Industry-led body *i.e.* Broadcast Audience Research Council (BARC). Subsequently, a Committee was constituted under the chairmanship of the former Secretary General, Federation of India Chamber of Commerce and Industry, to examine several crucial issues concerning Television Rating Points (TRP) and make recommendations thereon. The Committee in its Report, *inter-alia*, recommended self regulation of TRPs through the Industry-led body *i.e.* Broadcast Audience Research Council (BARC) to be set up by the Indian Broadcasting Foundation (IBF). Ministry has constantly followed up the matter with the IBF asking them to operationalise BARC and put in place a transparent and credible TRP measurement system. IBF has recently informed the Ministry that BARC is likely to start publishing television viewership data by March, 2014.

Keeping in view the long time taken by BARC this 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.

Eligibility criteria for appointment of members of CBFC

1464. DR. V. MAITREYAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has laid any eligibility criteria for the appointment of members to the Central Board of Film Certification (CBFC) and strictly adheres to it;
- (b) if so, the details thereof and the details of members of the Board appointed from Tamil Nadu during the last two terms in both National and Regional Committee of CBFC;
- (c) whether there is any favour extended to the employees or ex-employees of private TV channels or from any political parties in Tamil Nadu in this appointment of the Southern Regional Committee Members of the Board; and
- (d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Members of the Board and Advisory Panels of Central Board of Film Certification (CBFC) are appointed as per Cinematograph Act, 1952 and Rules framed thereunder. The details of Board