

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1509
(TO BE ANSWERED ON 08.03.2021)**

MANIPULATION OF TRP NUMBERS

1509. SHRI ABDUL WAHAB :

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

- (a) whether it has come to the notice of Government that certain media house has manipulated the Television Rating Points (TRP) numbers;
- (b) whether Government has taken cognizance of this matter and taken any action against such channels who have involved in TRP manipulation;
- (c) if so, the details therefor; and
- (d) if not, whether Government has any plan to take any action against such television channels?

ANSWER

THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (SHRI PRAKASH JAVADEKAR)

(a) : The Government has taken cognizance of some issues and concerns relating to Television Rating Points (TRP) notified by the Broadcast Audience Research Council (BARC); the agency registered with the Ministry of Information and Broadcasting under policy guidelines for Television Rating Agencies in India.

(b) to (d) : The existing guidelines have provisions like methodology for audience measurement, panel selection, viewing platform secrecy and privacy, data analysis,

transparency and complaint redressal mechanism etc. which are essential for a robust, transparent and accountable rating system in India. The relationship between BARC and its subscribers is governed by an “End User License Agreement” and a “Code of Conduct for Redressing Viewership Malpractices”. The subscribers are required to strictly adhere to the provisions of the Code of Conduct and refrain from committing any viewership malpractices. Therefore, BARC takes appropriate action(s) as per their internal procedures. BARC has informed that apart from the Disciplinary Council’s action to maintain panel sanctity, BARC has actively pursued action against those involving in tampering the samples and has filed 11 FIRs through its vendors across many States. BARC stated that in its commitment to produce robust and credible data of Television viewership in India its system was able to detect anomalous viewership behaviour and the cases filed are also due to the strong data security and vigilance system that BARC has set up. The matter has, accordingly, come up for police/judicial scrutiny.
