



सत्यमेव जयते

एस. के. गुप्ता

S. K. GUPTA

सचिव / Secretary

भारतीय दूरसंचार विनियामक प्राधिकरण

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,

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TELECOM REGULATORY AUTHORITY OF INDIA

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D.O. No.: 23-4/2013-B&CS

Dated: 28th April 2020

Dear Sir,

In 2012 MIB sought recommendations of TRAI for laying down comprehensive guidelines/accreditation mechanism for Television rating agencies in India to ensure transparency and accountability in the rating system. After an exhaustive consultation process TRAI gave its recommendations on "Guidelines/Accreditation Mechanism for television ratings Agencies in India" to MIB on 13th September 2013. The Authority supported self-regulation of television ratings through an industry led body like BARC. TRAI recommended comprehensive guidelines for registration of television rating agencies.

2. MIB accepted TRAI recommendations and on notified Policy Guidelines for Television Rating Agencies in India on 10th January 2014. Under these guidelines, the industry-led body BARC was accredited by MIB on 28th July 2015, to carry out the television ratings in India. BARC commenced its operations in 2015 and since then it is the sole provider of TV rating services on commercial basis.

3. Several concerns relating to neutrality and reliability of the existing rating system have been raised by stakeholders, which necessitated a need to review of existing Television Audience Measurement and Ratings system in India.

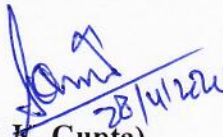
4. Accordingly, TRAI *suo-motu* issued a consultation paper on "Review of Television Audience Measurement and Ratings in India" on 3rd December 2018 for seeking comments of stakeholders on the issues related to review of existing system. Subsequently, Open House Discussions on the subject were held at New Delhi on 31st May 2019 and at Mumbai on 3rd July 2019.

5. Based on the comments of the stakeholders received during the above-mentioned consultation process and its own analysis, the Authority has finalized its recommendations on "Review of Television Audience Measurement and Rating System in India" which are enclosed herewith.

6. As per the practice, a copy of this letter, along with recommendations, is being placed on the website of TRAI www.traai.gov.in.

Encl: as above

Yours sincerely,


(S. K. Gupta)

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