

**Consultation Paper On Issues Related To Placing Of TV**  
**Channel On Landing Page**

**Chapter 3**

**Q.1 Do you feel that emerging concept of placing TV channel on landing page can influence TRP ratings? Suggest the action which may address the issue with justification.**

**Reply:** This question of influencing TRP Rating is correct.

But the present system of TRP by BARC is a faulty and mischievous handy work of BARC to whom MIB has appointed as sole TRP Rating Agency.

The present TRP report of BARC is nothing but is a report to benefit the controlling members and other important people in BARC.

Our suggestion is that in order to remove any ambiguity the channel should be placed in order of date of issuance of permission by MIB. In our opinion all other suggestions are disputable.

**Q.2. Should concept of landing page be defined? If so, please suggest the definition of the landing page with justification.**

**Reply:** The concept of landing page is clear and no more definition is required.

**Q.3. Will defining Framework of placing TV channels on landing page affect the present business model of distributors? If so, will it be considered impacting the freedom to do business by distributors of TV channels? Give your suggestions with justification.**

**Reply: NO** it will not affect but it will certainly effect the underhand payments involving black money and will certainly affect unfair practices.

It has nothing to do with freedom to do business by distributors of TV channels.  
Everyone has to work under able and fair decisions in TRAI guidelines

**Q.4. Is landing page a natural choice of consumer while viewing TV channels? If not, why should channels, whose TV ratings are released by TV rating agency, be placed on landing page? Give your comments with justification.**

**Reply:** Yes, the landing page is a natural choice of consumer.

Again as stated above that the TV rating method adopted till now is a mis-concepted and non-decided subject and certainly need TRAI intervention as hardly any advertiser except TRP of BARC

(Except a few companies those who are running BARC only recognizes it)

All advertisers issue their orders on the basis of their market area consumer choice etc.

This TV rating by BARC has nothing to do with advertisers rather the advertiser is confused that their own assessments do not match BARC rating at all.

But they have certainly cornered the advertisements of the GOVERNMENT WITH THIS RECOGNITION AND SYPHONING OF GOVT MONEY.

**Q.4. 2.13 A. There should not be any restriction by MSO in the landing page settings barring the channel from flipping for a specified duration:**

**Reply** – The policy should be clean, non-disputable if the channels are placed on the basis of date of issue of MIB license.

**Q. B. Modifying the configuration in middleware such that last visited channel of the subscriber may be kept as a landing channel:**

**Reply** - Same as above

**Q. C. Barring placement of such channel on landing page, which are watermarked and for which viewership is measured by the television rating agency:**

**Reply** - Same as above

**Q. D. Placing of only consumer related information on landing page:**

**Reply - Yes** placing of consumer related information on landing page would improve consumer education about offers and services.

Please note, the TV channels are for Journalism AND NATIONAL welfare AND DEMOCRACY WELFARE and not to be cornered by rich people for making money.

**Q.5. Whether placing of a TV channel on landing page increases television ratings? If yes, why TV channels, whose TV ratings are released by TV rating agency, should not be barred from being placed on landing page? If no, why broadcasters are eager to place their channels on landing page? Give your suggestions with justification.**

**Reply -YES** THE PLACING OF TV CHANNEL ON LANDING PAGE INCREASES TELEVISIONRATING BUT TV rating agency BARC should not be considered at all rather EMMC should be given tools and teeth to monitor the same as this false TV rating is only siphoning of Government money.

The real consumer does not consider TRP of BARC at all.

This is only the DAVP who has made it mandatory.

**Q.6. What should be the criteria / consideration to put a TV channels on landing page? Give your suggestion with justification.**

**Reply** - As above, the placing should be on MIB's issue license date.

**Q.7. Do you think the influence, if any, in television ratings by placing of TV channels on landing page can be mitigated through changes in measurement methodology of television ratings? Give your suggestions with justifications?**

**Reply** - As I have mentioned above, the TV rating by BARC is totally faulty.

The measurements methodology of TV rating should immediately be given to EMMC which is a dependable Government Agency

Rather than to BARC who is manipulating all figures as their records and calculations are done manually which is manipulated in favour of its own members.

**Q.8. Please comment on the feasibility to implement user's 'last visited page' as landing page in distributors' network?**

**Reply** - It will be difficult for distributors and is also not logical. We suggest that date of issuance of license by MIB should be the basis.

**Q.9. Should the landing page be used to place TV channels not having TRP rating or only to provide platform specific information? Give suggestions with justification.**

**Reply – BARC TRP should not be considered for any placement since** The rating agency BARC is not doing its work honestly and fairly and is charging enormous amount of money and have recently unfairly increased the rates of small channels in order to remove them from BARC services But since they are monopoly organization selected by MIB, they are having their own way.

**Q.10 Any other suggestions / comments related to the issue under consideration.**

**Reply** - We strongly suggest the TRP rating by BARC should not be considered for any reason in this subject.

And EMMC should be given tool and teeth to monitor the same, till then the requirement of BARC by Government and DAVP should be done away as they are monopolistic and manipulative organization AND only an active department like TRAI can STOP THIS SYPHONING OF GOVT FUNDS.

**S.K Gupta**  
**President**  
**Mob No: 7982402984, 9811036192**  
**All India News Broadcasters Association (Regd)**  
**4868/24, Ansari Road, Daryaganj, New Delhi-110002**