

**Response of Odisha Television Limited on Consultation Paper on Review of Television Audience Measurement and Ratings in India**

- 1. Whether BARC has been able to accomplish the purpose with transparency and without any bias for which it has been established? Please elaborate your response with justifications. Also, suggest measures to enhance the effectiveness of BARC to give TV ratings with transparency and without bias.**

**Ans:** Yes, BARC has mostly accomplished the purpose for which it is established. The rating system is comparatively more transparent. The kind of technology (Channel Watermarking) it has, able to control the tampering in the meter level.

But BARC has to take initiative for ground level tampering, where incentive is provided to panel homes to watch specific programs or channels. Many ground reports in this has been reported and quick / stringent action should be taken on such tampering.

- 2. Do you feel that present shareholding/ownership pattern of BARC ensures adequate representation of all stakeholders to maintain its neutrality and transparent TV ratings? How its credibility and neutrality can be enhanced further? Please elaborate your response with justification.**

**Ans:** The present shareholding of BARC represents all stakeholders dependant and use the BARC ratings. Further the technology and software used is unique and internationally accepted. In our opinion there is no requirements to change the present shareholdings. May be third party(MIB) audit will ensure sustainability of the credibility of BARC.

- 3. Is there a need to promote competition in television rating services to ensure transparency, neutrality and fairness to give TAM rating? What regulatory initiatives/measures can be taken to make TV rating services more accurate and widely acceptable? Please elaborate your response with justifications.**

**Ans:** No Need of any other competition in television rating service. One agency should work with proper transparency & methodology and on which BARC is on right track. Too many agencies will create confusion on basis of rating and its acceptability to the users. This may create regional fraction and difficulty in comparison on national level. There should be robust system at panel box and homes level. Any exceptional observation should be analyzed so motto in quick fashion. Any unethical practice found should be pushed to stringent penal action. In this respect BARC agreement clauses need modifications.

4. **Is the current audience measurement technique used by BARC apposite? Suggest some methods, if any, to improve the current measurement techniques.**

**Ans:** Current measurement techniques used by BARC is perfectly fine. But every passing year technology becomes obsolete and more boxes are seeded. So, may need more innovation & changes in the sampling methodology. For eg. the break up in boxes seeded in rural and urban.

5. **Does broadcasting programmes that are out of their category or in different language for some time during the telecast affect the TAM rating? If so, what measures should be adopted to curb it?**

**Ans:** Yes we feel so. Hope the TAM mentioned above is meant BARC. Particular channels with mix genres create confusion in terms of rating numbers. More particularly under news category, infotainment channels compared under news category but in many cases the news content is not adequate. Majors should be incorporated to identify and discount those content ratings for apple to apple comparison purpose.

6. **Can TV rating truly based on limited panel homes be termed as representative?**

**Ans:** Panel Homes should be large enough to get accurate data. Simultaneously secrecy of panels homes should be factored while increasing panel homes. We feel present prescribed 50k panel homes should be achieved by BARC in quick time.

7. **What should be done to reduce impact of manipulation of panel home data on overall TV ratings? Give your comments with justification.**

**Ans:** If the panel homes are big then BARC can isolate those panel homes & release ratings from other (buffer) panels homes provided the sample homes are large. Strong penal provision including suspend rating to be implemented for all nearly proved unethical practices. Exceptional and unusual rating behaviors for short period should be excluded from rating unless satisfied with quick investigation and analysis.

8. **What should be the panel size both in urban and rural India to give true representation of audience?**

**Ans:** Should be (50:50) ratio to be given in Rural: Urban.

9. **What method/technology would help to rapidly increase the panel size for television audience measurement in India? What will be the commercial challenge in implementing such solutions?**

**Ans:** Though there are several methodologies like RPD, electronically transfer viewership data to BARC server from panel homes etc. But yes the cost involve for each panel homes would increase. Further the security and confidentiality of panel homes should be thought along with.

10. **Should DPOs be mandated to facilitate collection of viewership data electronically subject to consent of subscribers to increase data collection points for better TRP ratings? Give suggestion with justification.**

**Ans:** No DPO should not be involved for data collection. This may lead to encourage unethical practice and source of illegal revenue.

11. **What percentage of STB supports transferring viewership data through establishing a reverse path/connection from STB? What will be the additional cost if existing STBs without return path are upgraded? Give your suggestions with justifications.**

**Ans:** No Comment.

12. **What method should be adopted for privacy of individual information and to keep the individual information anonymous?**

**Ans:** No Comment.

13. **What should be the level/granularity of information retrieved by the television audience measurement agency from the panel homes so that it does not violate principles of privacy?**

**Ans:** No Comment.

14. **What measures need to be taken to address the issue of panel tampering/infiltration?**

**Please elaborate your response with justifications**

**Ans:** Majorly the channel which has very low viewership, they attempt do this panel tampering/infiltration. For this BARC has to respond immediately the mail received from Broadcaster on suspect of Panel tampering (by analyzing the rating trend-Reach & TSV) and take necessary action by sending vigilance or research team and do testing on those programs which has shown spike all of sudden. BARC also so motto analyze unusual behaviors in

rating and take stringent penal action. BARC to modify the clauses of the standard agreement with respect to penal provision so that no one dare to tamper it.

Most importantly BARC must have a audit team that regularly works on the ground and makes surprise checks which will work as policing.

**15. Should BARC be permitted to provide raw level data to broadcasters? If yes, how secrecy of households, where the people meters are placed, can be maintained?**

**Ans:** As technology has not been developed to counter the tampering of Panel homes, so BARC should not be permitted to provide raw level data to broadcasters. But yes, if BARC is able to maintain the secrecy of Households, where meters are placed, then it is indeed a good move for broadcaster to get direct raw data.

**16. Will provisioning of raw level data to broadcasters, in any manner, either directly or indirectly contravene the policy guidelines for television rating agencies prescribed by MIB?**

**Ans:** Not sure. But any contrary provisions can be suitable amended after due consultation.

**17. Is the current disclosure and reporting requirements in the present guidelines sufficient? If no, what additional disclosure and reporting requirements should be added?**

**Ans:** Looks ok.

For Odisha Television Limited.  
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