

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:4561

ANSWERED ON:22.05.2006

TELEVISION RATING POINTS

Aaron Rashid Shri J.M.;Gadhavi Shri Pushpdan Shambhudan

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

(a) the latest Television Rating Points (TRP) and Television Viewership Rating (TVR) of Hindi language channels of Doordarshan and DAVP empanelled channels; and

(b) the names of agencies conducting TRP and TVR ratings for these channels?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) Prasar Bharati has informed that the latest Television Viewership Rating (TVR) of Hindi language channels of Doordarshan and DAVP empanelled channels generated through peoples' meters by TAM Media Research Pvt. Ltd., are given in Annexure.

(b) Prasar Bharati has informed that at present two agencies viz. TAM Media Research Pvt. Ltd., and Audience Measurement Analytics Pvt. Ltd., (AMAP) are generating TRP/TVR of television through electronic meters in the country.