

Information Note to the Press (Press Release No. 18/2016)

For immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI releases consultation paper on “Issues related to Radio Audience Measurement and ratings in India”

New Delhi, 15th March 2016- The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Issues related to Radio Audience Measurement and ratings in India”.

2. The importance of a credible, transparent and representative radio audience measurement system for generation and publication of radio ratings is recognized world over. The FM operators solely depend on advertising for their revenue generation. Advertisement revenue of the radio broadcasting sector is directly linked to listenership of radio channels. Therefore, the advertisers and advertising agencies require radio audience measurement which indicates the popularity of a channel or a program and assists them in selecting the right channel or program at the right time to reach the target audience. Better ratings will promote a programme/channel or content. Incorrect rating will lead to production of content which may not be really popular while good content and programmes may be left out. Therefore, there is a need to have accurate measurement and representative radio ratings for FM channels or programmes.

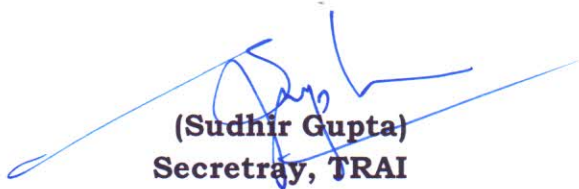
3. Presently, radio ratings in India are conducted by All India Radio (AIR) and one private rating agency. AIR carries out periodical large scale radio audience surveys on various AIR channels. Some stakeholders, especially the private FM Radio operators, have raised concerns about the inadequate



coverage and panel size of the radio audience measurement conducted by this private rating agency. They are also concerned about the methodology used for the measurement. It is pertinent to mention that transparency, trust, credibility and acceptability of the radio audience measurement are key factors for its success. Therefore, there is a need to prescribe a framework for Radio Audience Measurement in India which is conducive, forward looking, growth oriented that protects the interests of the stakeholders. The Authority intends to ensure a forward looking, transparent and credible radio rating framework with a minimal regulatory intervention in the radio rating process.

4. The full text of the Consultation Paper is available on TRAI's website www.trai.gov.in.

5. Written comments on the consultation paper are invited from the stakeholders by 11th April, 2016. Counter comments, if any, may be submitted by 25th April, 2016. Comments and counter comments will be posted on TRAI's website www.trai.gov.in. The comments and counter comments may be sent, preferably in electronic form to, Advisor (B&CS)-III, Telecom Regulatory Authority of India, on the e-mail: advbcs@trai.gov.in or vk.agarwal@trai.gov.in. For any clarification / information, Advisor (B&CS)-III may be contacted at Tel. No.: +91-11-23220020, Fax: +91-11-23220422.



(Sudhir Gupta)
Secretary, TRAI