

**No. 36011/13/2020-BP&L (Vol-III)**  
Government of India  
Ministry of Information & Broadcasting

Kartavya Bhawan-2  
New Delhi, Dated: 08 May, 2026

**ORDER**

In partial modification of the “TV Ratings Policy 2026 – Guidelines for the Regulation of Television Ratings”, issued vide Order dated 27.03.2026, and in exercise of powers under Para 22.2 of the said Guidelines, the Central Government hereby makes the following amendments:

(i) **Para 4.3** shall be substituted with: “At least **33% of the Board of Directors shall comprise Independent Directors**, with no direct or indirect association with broadcasters, advertisers, or advertising agencies, to ensure neutrality, independence, and high governance standards.”

(ii) **Para 5.2.1** shall be substituted with: “The company shall carry out an establishment survey to estimate the “TV universe” — the total number of households with televisions, their socio-economic profiles, and viewing infrastructure. The establishment survey shall be conducted **once every three years** to reflect changes in the growth of TV homes, shifts in demographics, the expansion of new delivery platforms, and variations in growth across different markets. The number of households included in the establishment survey shall be at least ten times of the metered homes.”

(iii) **Para 5.2.4** shall be substituted with: “The company shall deploy statistically sufficient metered homes and shall deploy at least 80,000 metered homes within 18 months of registration as a Television Rating Agency.

Provided that the existing TV Rating agency shall increase the number of metered homes to 80,000 within 9 months from the date of notification of these Guidelines.

Provided further that it shall be open to the Agency to deploy more than 80,000 metered homes as per its business requirements.”

(iv) **Para 14.1** shall be substituted with “These guidelines shall also be applicable to the existing TV Rating Agencies. Existing agencies shall register under these Guidelines **within 60** days of notification”.

2. This Order shall come into force with immediate effect.

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