

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

Shastri Bhawan, New Delhi
Dated, the 12th January, 2022.

ORDER

Subject : Constitution of a Joint Working Group to formulate a mandate for exploring Data capturing capabilities in Set Top Boxes for audience measurement sampling – Regarding

The present guidelines issued by the Ministry of Information and Broadcasting (MIB) on Television Rating Agencies in India dated 16.01.2014 prescribe use of panel homes, drawn by establishment survey and representative of the TV viewing population, for carrying out the Audience measurement.

2. The recent recommendation of Telecom Regulatory Authority of India (TRAI) on audience measurement and report of TRP committee headed by Chief Executive Officer, Prasar Bharati have recommended for combining traditional sample based statistical approaches with big data approaches such as Return Path Data in STBs to address the system, allay concerns over representativeness of traditional samples and further strengthening of the procedures for a credible and transparent rating system,

3. It has, therefore, been decided to constitute a Joint Working Group to study different aspects of the data capturing including Return Path Data (RPD) in context of the audience measurement, international practices, security of the viewership data etc. The Group may study successful global best practices in RPD, like that of Canada, the models/ pilots undertaken in India by BARC and other independent experiments by DTH operators and other relevant stakeholders and formulate a mandate for combining the data sources including RPD, if so decided with the existing sampling methodology(ies).

4. The composition of the Joint Working Group shall be as under:-

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|------|---|------------------|
| i) | Sh. S.S. Vempati, CEO, Prasar Bharati |Chairperson |
| ii) | A representative from MeitY | Member |
| iii) | A representative from BIS | Member |
| iv) | A representative from BARC | Member |
| v) | Sh. Harit Nagpal, President, DTH Association |Member |
| vi) | A representative from AIDCF | Member |



5. The Group shall be tasked with the following activities:
- (i) Specify minimum standards for RPD capable STBs, SOPs for certification and audit of the same.
 - (ii) Specify common protocols, data standards and modifications to current ratings methodology so that data from RPD capable STBs could be integrated into the current TV ratings system.
 - (iii) Additionally, specify minimum standards, for any smart phone-based Apps to augment above proposed RPD system for integration into the current TV ratings. Also specify for SOPs for certification and audit of the same.
 - (iv) Evolve a consensus for how such different data sets including RPD/ smart phone-based data collection will be priced/ costs shared within the framework of TV ratings system.
 - (v) Specify consent-based privacy framework to govern all such data collection and use within TV ratings.
 - (vi) Establish timelines for rollout of above with a clear roadmap to guide all stakeholders while laying out points of responsibility for the same.
6. The secretariat for the Joint Working Group shall be provided by Prasar Bharati. The Group may also invite any domain expert(s), and stakeholders representatives for its deliberations, if required. The Group shall submit its report to Ministry for Information & Broadcasting within four months of the date of issue of this order.

This has the approval of the competent authority.



(P. Nagarajan)

Under Secretary to Govt. of India
Phone: 23386746

To

- 1) Chief Executive Officer, Prasar Bharati
- 2) Secretary, Ministry of Electronics and Information Technology with request for nomination of an officer not below the rank of Joint Secretary.
- 3) Director General, Bureau of Indian Standards
- 4) Sh. Nakul Chopra, Chief Executive Officer, BARC
- 5) Sh. Harit Nagpal, President, DTH Association
- 6) Secretary General, All India Digital Cable Federation.

Copy for information to:

- 1) PPS to Secretary (I&B)
- 2) Sr.PPS to AS(I&B)
- 3) PPS to JS(B)