

Television Rating Point (TRP)

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Television Rating Point Latest News

The Ministry of Information and Broadcasting recently proposed amendments to the Policy Guidelines for Television Rating Agencies-2014 to ensure that the TRP system reflects the diverse and evolving media consumption habits of viewers across the country.

About Television Rating Point

- It is a metric used to **measure the popularity and viewership of television programs.**
- The **more viewers a program** has, the **higher its TRP rating.**
- It is **calculated by measuring the viewership** of a particular program **over a period of time**, usually a week.
- TRP ratings are used by broadcasters and advertisers to determine the popularity of different TV programs.
- **According to the TRP** of a TV channel or programme, **advertisers decide where to display their advertisements**, and **investors will decide about the investment** of the money.

How is TRP Calculated in India?

- TRP is **calculated by** the Indian agency the **Broadcast Audience Research Council (BARC)** using **“BAR-O-meters”**, that are **installed in televisions in selected households**.
 - BARC India is a **joint industry company** founded by stakeholder bodies that **represent broadcasters, advertisers, and advertising, and Media Agencies**.
- BARC has **installed “BAR-O-meters” in over 58,000 impanelled households**.
- These gadgets **record data about the channel or programme watched** by the family members or selected people. This **method is called the People meters**.
- In this way, **some thousand viewers are surveyed** in the form of **justice and sampling**.
- The **data** is then **extrapolated to estimate the viewership of the entire population**.
- **Another method** is known as **picture matching**, where the **people meter records a small portion of the picture that is being watched** on the TV.
 - This **data is collected** from a set of homes **in the form of pictures and later on is analysed to calculate the TRPs**.
- The BARC **releases weekly TRP results every Thursday ranking all TV channels and TV programmes**.

Source: **NDTV**

Source: <https://vajiramandravi.com/current-affairs/television-rating-point-trp/>

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