

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO.2892
(TO BE ANSWERED ON 17.12.2025)

TRP MANIPULATION BY REGIONAL NEWS CHANNEL IN KERALA.

2892. ADV DEAN KURIAKOSE:

SHRI K SUDHAKARAN:

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

- (a) whether the Government has taken cognizance of the recent reports regarding a prominent television news channel in Kerala allegedly bribing officials of the Broadcast Audience Research Council (BARC) to manipulate Television Rating Points (TRP) including the alleged routing of funds through cryptocurrency in order to evade detection to inflate viewership ratings and if so, the details thereof;
- (b) whether any forensic audit/high level inquiry/investigation has been initiated by BARC or the Central Agencies/Government into this matter and if so, the details thereof along with reports received from the State Police regarding these irregularities, if any;
- (c) whether the Government is aware of the reported background that the promoters/owners of the said channel have previously been involved in several cases of financial fraud or regulatory violations and if so, the details thereof;
- (d) whether the Government proposes to take strict and exemplary action including prosecution against BARC officials implicated in the scam and suspend or revoke the uplinking/downlinking permission of the concerned channel immediately to restore the integrity of the rating ecosystem; and
- (e) the steps taken or proposed to be taken by the Government to ensure the transparency and integrity of the audience measurement system and to prevent such malpractices in regional markets?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND PARLIAMENTARY AFFAIRS

(DR. L. MURUGAN)

(a) to (e): The Ministry has taken note of the recent media reports alleging that a television channel was engaged in manipulation of television ratings by bribing an employee of the M/s Broadcast Audience Research Council (BARC) India.

In view of the allegations, a preliminary report, including details of action taken on the FIR reportedly filed in the matter, has been sought from the DGP, Kerala Police.

Television rating in India

Television ratings in India are governed by the Policy Guidelines for Television Rating Agencies in India, 2014. The guidelines mandate rating agencies to maintain secrecy and privacy of panel homes and ensure a transparent, fair and accountable audience measurement system.

With a view to further strength the integrity and transparency of the rating ecosystem, the Government issued draft amendments to the said Policy Guidelines on 2.07.2025 for public consultation.

The proposed amendments aim to promote fair competition, enhance accuracy and representativeness of ratings data, and reflect evolving media consumption patterns across regions.

After examining stakeholder inputs, a revised draft amendment was published on 06.11.2025 for further consultation.

The Government continues to closely monitor developments to ensure the credibility and integrity of the television audience measurement system.
