



Government Notifies TV Rating Policy (TRP) 2026 to Strengthen Transparency, Accountability and Credibility of Television Audience Measurement in India

Policy Excludes Landing Page Viewership from Measurement; Limited to Use Only as a Marketing Tool

New Provisions Require Transparent Methodology Disclosure; Mandates DPDP-Compliant Data Protection

Rating Policy Mandates Dual-Audit System; Aims to Enhance Data Accuracy through Larger Sample Size

Government Eases Net Worth Norms for TV Rating Agencies; Eligibility Criteria Reduced to Rs. 5 Crore from Rs. 20 Crore

Posted On: 27 MAR 2026 6:37PM by PIB Delhi

The Ministry of Information & Broadcasting (MIB) today released the TV Ratings Policy 2026, which sets out comprehensive guidelines for regulating television ratings in India. The policy defines clear standards for the registration, operation, audit, and oversight of agencies providing TV rating services, with the aim of ensuring transparency, independence and accountability in audience measurement.

Key Highlights of the Policy.

- **Ease In Entry Norms:** The net worth requirement for a company willing to register as TV rating agency has been reduced from existing Rs. 20 Crores to 5 crores.
- **Strict Anti-Conflict Measures:** To ensure neutrality, the Policy provides that at least 50% of the Board of Directors must be Independent Directors with no ties to broadcasters /advertisers/advertising agencies. Additionally, agencies are prohibited from engaging in consultancy roles that could create conflicts of interest.
- **Enhanced Sample Size & Representative Data:** To improve data accuracy, agencies must scale up their operations to 80,000 metered homes within 18 months (6 months for existing rating agency), eventually reaching 1,20,000 homes. Measurement must be technology-neutral, capturing data across Cable, DTH, OTT, and Connected TVs. The data shall be captured from all the TV viewing screens of the metered homes.
- **Transparency & Privacy:** Agencies are required to publish their detailed methodology and anonymized data on their websites. Furthermore, all operations must strictly comply with the Digital

Personal Data Protection (DPDP) Act, 2023 to safeguard viewer privacy.

- **Accountability & Audits:** A dual-audit system is now mandatory, featuring quarterly internal audits and annual independent external audits. The Ministry will also constitute an Audit & Oversight Team for periodic field inspections.
- **Grievance Redressal:** Agencies must appoint a Nodal Officer to resolve complaints within 10 days and establish an Appellate Authority for escalated disputes.
- **Landing Page Exclusions and Disclosure Requirements:** Any viewership arising out of Landing Page not to be counted in the viewership measurement. However, Landing Page can be used only as a marketing tool. The Broadcasters shall disclose the availability of its channel on the landing page, if any, to the rating Agency.
- **Compliance and Penalties:** Non-compliance will attract graded penalties, ranging from temporary suspensions of ratings to the cancellation of registration for repeat violations.
- **Platforms Allowed to Publish Viewership Data:** TV Distribution Platforms or OTT platforms may publish periodic viewership data of broadcasters/channels being played on their platforms, on their websites, without obtaining registration or permission under these guidelines.

Through these measures, the Government of India reaffirms its commitment to a fair, competitive and well-governed broadcasting environment that safeguards the stakeholders and public interest.

The TV Rating Policy 2026 replaces the existing Guidelines for TV Rating Agencies in India dated 16th January 2014. The **TV Rating Policy 2026** is available on the website of the Ministry.

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(Release ID: 2246225) Visitor Counter : 837

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