

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

Shastri Bhawan, New Delhi  
Dated, the 06<sup>th</sup> November, 2025

**NOTICE**

The Ministry of Information and Broadcasting, Government of India had notified the 'Policy Guidelines for Television Rating Agencies in India' on 16.01.2014. A copy of these guidelines may be accessed by visiting the link :

<https://mib.gov.in/sites/default/files/2025-07/policy-guidelines-for-television-rating-agencies-in-india-dt-16.01.2014-1.pdf>

2. The Ministry had proposed some amendments to the above-said guidelines and, vide the Notice of even No. dated 02.07.2025, had requested for feedback/comments from the various stakeholders.

3. The comments received thereof have been looked into and now the Ministry is considering to modify the proposed amendments and a copy of the modified draft amendment order is enclosed herewith. In this regard, the Ministry solicits feedback/ comments from General Public/ Stakeholders, in respect of the proposed amendments, within a period of **thirty days** from the date of publication of this notice (i.e. by 05.12.2025), preferably in electronic form at the email address [sobpl-moib@nic.in](mailto:sobpl-moib@nic.in).

**Encl: As above**

  
06/11/2025  
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No. 36011/13/2020-BP&L Vol.III  
Government of India  
Ministry of Information & Broadcasting

A wing, Shastri Bhawan, New Delhi  
Dated the 6<sup>th</sup> November, 2025

ORDER

**Subject: Amendment in Policy guidelines for Television Rating Agencies in India.**

The Government of India had notified the Policy guidelines for Television Rating Agencies in India vide order No 9/135/2013-BP&L dated 16.01.2014.

2. The Government of India makes the following amendments to the above said policy guidelines:

(i) The clause 1.1 shall be substituted with the following clause:

*"1.1 The applicant seeking registration for providing television rating services shall be a company registered in India under the Companies Act, 2013."*

(ii) The clause 1.4 shall be substituted with the following clause:

*"1.4 The company shall not have any conflict of interests with broadcasters".*

(iii) The clause 1.5 shall be substituted with the following clause:

*"1.5 Any member of the Board of Directors of the television rating company shall not be in the business of broadcasting."*

(iv) The clause 1.6 shall be substituted with the following clause:

*"1.6 The company shall have a minimum net worth of Rupees five (5) crores. The net worth shall be calculated as per the prescribed proforma and shall be certified by the Statutory Auditor of the company."*

(v) The clause 1.7 along with its explanation and proviso shall be substituted with the following clause, explanation and provisos:

*“1.7 The company shall comply with the following cross-holdings requirements:*

*(a) No single company/ legal entity, either directly or through its associates or inter-connected undertakings, shall have substantial equity holding in rating agencies and broadcasters.*

*(b) No single company/ legal entity, either directly or through its associates or inter-connected undertakings, shall have substantial equity holding in more than one rating agency operating in the same area.*

*(c) The cross-holdings restriction will also be applicable in respect of individual promoters besides being applicable to legal entities.*

*(d) A promoter company/ member of the board of directors of the rating agency cannot have stakes in any broadcaster either directly or through its associates or inter-connected undertakings.*

*Explanation: For the purpose of para 1.7, substantial equity shall mean equity of 20% or more of paid-up equity. Having a substantial equity holding in companies shall constitute a cross-holding.*

*Provided that the eligibility conditions stipulated in clauses 1.5, 1.6 and 1.7 shall not apply under the self-regulation model, where an industry-led body—such as the Broadcast Audience Research Council (BARC)—directly provides the ratings.”*

(vi) The clause 5.2.1 shall be substituted with the following clause:

*“5.2.1 Ratings ought to be technology neutral and shall capture data across multiple viewing platforms, including connected TVs.”*

(vii) The clause 5.3.5 shall be substituted with the following clause and provisos:

*“5.3.5 A minimum panel size of 80,000 to be implemented within 18 months of registration as Television Rating Agency. Thereafter, the panel size shall be increased by 10,000-every year until it reaches the figure of 1,20,000.*

*Provided that the existing TV Rating agency shall increase the panel size to 80,000 within 6 months from the date of notification of these amendments to the Guidelines and the panel size shall be increased by 10,000 per year until it reaches the figure of 1,20,000;*

*Provided also that it shall be open to the agency to deploy panel size more than 1,20,000 as per their business requirements."*

(viii) The clause 5.3.7 shall be substituted with the following clause:

*"5.3.7 The rating agency shall not include any officer, employee or any other member of broadcasters, in the audience measurement panel."*

(viii) After the clause 5.5.1 the following proviso shall be added:

*"Provided that any viewership arising out of Landing Page shall not be counted in the viewership measurement. Landing Page can be used only as a marketing tool."*

3. The above provisions would come into effect immediately and would also be applicable in respect of the existing registered company(ies).

**(Shiv Ram Meena)**

**Under Secretary to the Government of India**

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