

From: Dhanya Rajendran

Subject: Television rating system

Madam

It is hard to decide what exactly decides the TRP of a channel. Normally, the people of a country accept whatever the Government says. I will consider it unwise for the regulatory authority to ask for suggestions from public and stakeholders. Instead, the TRAI and the I&B Ministry can take a broader stance and bring forth what is good for the people. As for media like television, it reaches billions of native Indians and even neighbouring countries. So, the media tastes and TRPs vary from person to person. Religious channels are liked by some whereas pop music channels are preferred by some. The tastes of individuals differ within the same residence.

However, Doordharshan channels are following old digital format and are of course cheap and preferred by elderly people. The newer channels like Zoom, Zee Music, Fashion TV, Animal Planet and so on have some niche/premium content and they are preferred by certain types of people. To boost the TRPs, I would suggest to bring in more niche content either in our Indian channels or downlink decent channels from abroad, subjecting to usual norms. To promote media freedom and enhance rich entertainment experience, we cannot give full freedom to television media content since it is a threat to national security.

I welcome the self regulation in media and I request to specify the programmes into various categories and allot suitable timings for that. I welcome the newer television delivery platforms like HITS,DTH,HDTV and IPTV. I would suggest not only regional flavour in such platforms but also some variety. The existing DTH,MSO and IPTV platforms ususally provide the same type of channels. If some variety could be introduced as in global markets, then it will be welcomed by one and all