

Q1. Do you feel that emerging concept of placing TV channel on landing page can influence TRP ratings? Suggest the action which may address the issue with justification.

The landing channel or the landing page is the logical channel number which is first displayed when a set top box (STB) is switched on .By placing live stream of any channel on landing page , a viewer automatically lands on that channel when the STB is switched ON .If a viewer spends 7 seconds on the channel , then he qualifies BARCs criteria for measurement .We have seen in the past that channels have deployed such activities which has resulted in increase of reach . No live stream of any existing / new channel on the network should be made available on landing page . Also BARC should ensure that they capture landing page as separate entity and not duplicate it with existing channels.

Q2. Should concept of landing page be defined? If so, please suggest the definition of the landing page with justification.

Landing page should be the main focus of marketing and sales efforts , so that networks can commercially exploit it . The idea was that users would come in to the customised landing page and then click through to the content selected .The landing channel should have distinct identity in terms of logo etc which is separate from the live stream channels carried on the network.

Q3. Will defining Framework for placing TV channels on landing page affect the present business model of distributors? If so, will it be considered impacting the freedom to do business by distributors of TV channels? Give your suggestions with justification. Page 19 of 24 .

Distributors can always build a long term sustainable model by focussing on marketing and sales efforts . Since the landing page is a default channel which is tuned in whenever the STB is switched on , the commercial scope of the landing page is huge .The opportunity to exploit the commercials will always remain with the distributors .

Q4. Is landing page a natural choice of consumer while viewing TV channels? If not, why should channels, whose TV ratings are released by TV rating agency, be placed on landing page? Give your comments with justifications.

Landing channel is a default channel which is turned on whenever the STB is switched ON .By running live streams on landing channel we are forcing a viewer to sample that channel . Also we have seen in the past that this has resulted in increase of reach due to duplication of one channel on dual frequency or by forced viewing .

Q5. Whether placing of a TV channel on landing page increases television ratings? If yes, why TV Channels, whose TV ratings are released by TV rating agency, should not be barred from being placed on landing page? If no, why broadcasters are eager to place their channels on landing page? Give your suggestions with justification.

Yes there has been increase in TV ratings as seen in past . Landing channel should have distinct identity separate from existing channels in the network , this will ensure that BARC does not duplicate measurement of channels carried on landing page .Ideally no live stream of existing/new channels should be carried on landing page , the scope of landing page as defined earlier should be followed .

Q6. What should be the criteria/consideration to put a TV channels on landing page? Give your suggestion with justification.

Technically the channel should not be allowed to run a live feed with its logo.

Q7. Do you think the influence, if any, in television ratings by placing of TV channels on landing page can be mitigated through changes in measurement methodology of television ratings? Give your suggestions with justifications? Page 21 of 24

The current measurement system captures logo through the water marking technology. To counter this technology the logo should be differentiated from the live channel to avoid duplication .Also any channel that is viewed for 7 seconds also qualifies for measurement , this can be relooked .

Q8. Please comment on the feasibility to implement user's 'last visited page' as landing page in distributors' network?

We have to ensure no duplication of One channel on dual frequency resulting in artificial increase in ratings.

Q9. Should the landing page be used to place TV channels not having TRP rating or only to provide platform specific information? Give suggestions with justification.

The objective is to prevent unfair means of increasing viewership for commercial exploitation . We are ok if this is followed.

Q10. Any other suggestions/comments related to the issue under consideration?

--
S.M.K.CHANDRA
JOINT ADVISOR (B&CS)