

Television Rating Point

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In News

TRP is the tool that tells us the **popularity quotient of a channel or a programme**. TRP of any channel or programme depends upon the programme that is displayed. It helps to calculate which channel and the programme are viewed most.

Features of TRP

- TRP **enables the advertisers and investors to understand the mood** of the people.
- According to the TRP of a TV Channel or programme **advertisers decide where to display their advertisements** and investors will decide about the investment of the money.
- A **device is attached to the TV set in a few thousand viewers' houses** for judging and calculating TRPs.
- These **numbers are treated as samples from** the overall TV owners in **different geographical and demographic sectors**. The device is called **People's Meter**.
- It **records the time and the programme** that a viewer watches on a particular day. Then, the average is taken for a **30-day period** which gives the viewership status for a particular channel.
- Through the People's Meter, the **information of TV channel or programme for one minute is carried out by the INTAM, a monitoring team** i.e. Indian Television Audience measurement.
- After analysing the information, the team decides what is the TRP of the channel or programme.
- Another method is known as **picture matching** where the People's Meter records a small portion of the picture that is being watched on the TV. This data is collected from a set of homes in the form of pictures and later on

is analysed to calculate the TRPs.

About BARC

- Broadcast Audience Research Council (BARC) India is a **Joint Industry Company** founded by stakeholder bodies that **represent broadcasters, advertisers, and advertising and media agencies.**
- BARC India owns and manages a transparent, accurate, and inclusive TV **audience measurement system.**
- BARC India also provides a **suite of insight products** designed for broadcasters, advertisers and agencies.
- The big data and insights generated by BARC India **powers efficient media spends and content decisions** in a highly dynamic and growing television sector.
- **Stakeholders:** Indian Broadcasting Foundation; The Advertising Agencies Association of India; The Indian Society of Advertisers.