



August 23, 2012

FOR IMMEDIATE RELEASE

New Delhi: August 23, 2012NBA has sent letter dated 10.8.2012 to Mrs. Ambika Soni, Hon'ble Minister for Information & Broadcasting by NBA, regarding TV viewership rating system of TAM and suggesting actions to be taken in resolving this malaise with the intention to protect the industry and all its stakeholders' interest. The text of the letter is given herein below.

**Annie Joseph
Secretary General**

“We appreciate and welcome your voicing support for broadcasters and coming out openly with your thoughts about the TV viewership rating system of TAM. Certain media reports have highlighted ‘widespread corruption amongst broadcasters’ in light of the recent allegations made on TAM measurement systems, which in our view is completely misplaced. In this regard we wish to draw the attention of the Ministry to the “Code of Practice in relation to Measurement Based Studies” adopted by the NBA and adhered to by its member broadcasters. This Code was formulated and approved so that the use of measurement based studies by member broadcasters is carried out in line with highest ethical commercial practices (Copy attached)*. As you are aware TAM has been reporting viewership data to the industry despite serious concerns over their systems and methodology of measuring TV audiences. Data continues to be skewed and is seriously affecting broadcasters and their business. While IBF was instrumental in the formation of the BARC, the responsibility of implementing BARC will see the light of the day only if the ISA and the AAAI jointly take serious efforts to launch it in the immediate future. Content and its quality no longer is a creative judgment or product of talent or ability but has been severely compromised with the sole aim of gaining viewership ratings. Your dogged pursuance of this issue and your keenness to aid broadcasters in resolving this malaise with the intention to protect the industry and all its stakeholders’ interest, prompts us to request the Ministry to:

1. Order an independent third party time bound audit by a reputed agency to evaluate and measure the TAM systems and make the audit report public.
2. Efficient steps to correct deficiencies in the system.
3. Help build a robust, transparent and dependable rating system.
4. Direct TAM to suspend reporting data until the above is undertaken.
5. Continue to engage and work together on this issue and give the industry and all its stakeholders i.e. broadcasters, advertisers, distribution companies etc., the confidence to be able to consume data derived from such system.

We believe these measures and initiatives from the Government will go a long way in addressing this long pending concern and we offer you our complete support in this journey”.

* Available on website of NBA www.nbanewdelhi.com

For any further queries on the subject please contact Mr Barun Das, Vice President, NBA and CEO Zee News Ltd. on 0120-2599284