CHAPTER II
TRP System in India

II.1 UNDERSTANDING TELEVISION VIEWERS OF INDIA

India is geographically, geologically, climatically, culturally, linguistically diverse nation. Television viewer of India by itself is a cultural, linguistically, economically complex entity. Present India is young having 65 percent of its population below 30 years of age and the mean age is 25 years. The country still has predominantly rural population, 72.2 percent of population in rural India compared to 27.78 percent urban population.

First research revealing this adjust associated with viewership via community service broadcasting routes (Doordarshan) in order to individual television routes encouraged that “among the primary clients in order to satellite television for pc with 1991 have been this Westernised upper-class households” Gupta (1998: 67). “Majority of folks who watch CELEB TELEVISION SET are classified as the discontented high level associated with nations around the world having authorities governed electronic media” (Kishore, 1994: 97).

Indian native television audiences acquiring Cable and Satellite television for pc (C&S TV) network obtains come across some forms of encoding: regional, regional, nation's, worldwide that is typically industry driven. Visitors from the Doordarshan too acquire come across regional, regional and nation's encoding not including ‘international’ encoding and generally in most likelihood be able to start to
see the ‘State’ point of view despite this autonomy from the Doordarshan below Prasar Bharati Broadcasting Confidence (PSBT) since 1997.

Indian native television researching the market doesn't have any connection while using the researches conducted within the universities. Equally co-exist and also have minor in accordance apart from that both stay typically undistributed caused by a variety of reasons (Desai, 2003: 120). Perhaps amongst nature associated with reports television written content and television viewers are classified as the usually analyzed parts. Almost all of the reports profiling viewers and their particular concerns belonged in order to ‘sociology, psychology and anthropology’ (Agrawal, 1986) since they have been the initial professions in order to initiate communication and advertising investigation with India. Vasudeva & Chakravarty (1989) examining the nature and persona associated with mass communication investigation feedback, “even although in the last number of years this focus from some amount provides shifted in order to sociable problem inclination, target audience make use of or effects type nonetheless continue to predominate. Mostly, this focus can be on make use of, problem, effects, effect and thus on” (1989: 431).

Television seeing with India provides observed extraordinary design alterations previously number of years. Every growing engineering can be introducing greater and useful services from your active versions. Absent are classified as the days and nights associated with watching tv employing a conventional TELEVISION SET antenna. Nowadays, digital cable tv multilevel, DTH and today IPTV services include much to make available towards the
television addicts. IPTV for example heralds this change from the TELEVISION SET via a good fool container to a "knowledge container!"

TV viewership pattern in India.

IPTV to impact the trend.

In accordance with Frost & Sullivan, the particular Asia-Pacific spot will probably get over twenty-seven million IPTV buyers simply by 2013, using The indian subcontinent as well as China and taiwan becoming the particular high-growth markets. At this point, using authorities offering the particular eco-friendly transmission this past year for the tv producers to share with you the stations using IPTV companies, the particular deployment of IPTV will be prepared to help revolutionise as well as enhance tv observing encounter in The indian subcontinent.

Some of the innovative attributes which IPTV provides for the dining room table: IPTV are able to offer liberty in order to individuals received from time-based daily activities described due to the tracks, through bringing out additionally, firm abs concept of time-shifted TV, exactly where individuals can readily rewind in conjunction with forward live posted out to you TV. Nowadays individuals need
IPTV delivers capabilities for you to access interactive content with some sort of two-way url, allowing services, as an example video-on-demand, celebration games, interactive marketing and advertising, plus much more. As well as IPTV, you can easlily acquire just about anything - from the lasagna, in order to clothes, in order to technology cool gadgets, just making use of the tv screen COLLECTION remote. It can benefit polling in TV packages through sending TXT communications as well as votes about the simply click of your switch within your TV remote. Furthermore, one can possibly delight in online video contacting features for a passing fancy IPTV network!

Rather than podium just for watching tv programs or even opening leisure products and services around broadband, IPTV is going to be any shipping podium pertaining to value-added products and services likewise.

Viewers is actually your king. Along with IPTV, viewers should have much more selection than ever. By way of example, Hong Kong dependent PCCW, that is Asia's plus maybe the the planet's foremost IPTV service, presented advantages in order to their customer which involved superior High-definition TELEVISION SET (HDTV) observing encounter, unique interactivity, in-game interactive activities data. It also affords the broadest collection of content. Due to the fact IPTV supplies bi-directional having access to an application, your viewers can also participate in a gaggle conversation with a unique TELEVISION SET route, or even publish real-
time votes because of the press associated with his / her TELEVISION SET distant making use of IPTV.

IPTV makes it possible for user-specific content shipping. A new user can easily access content associated with almost any dynamics by means of that podium. As an illustration, IPTV delivers VoD, which often makes it possible for people in order to selected almost any online video from your large catalogue along with visualize it quickly. In the same manner, people can easily listen to his or her most liked music, when using the music-on-demand service.

IPTV versus DTH, Digital/Cable TELEVISION SET. It doesn't always be proper in order to review IPTV with various other processes associated with sent out. IPTV being a service will certainly additional increase what on earth is without a doubt on DTH and other standard types. Thus, IPTV will certainly enhance these people instead of take on these people. Even so there are numerous unique aspects of IPTV which hold the idea miles ahead of various other standard TELEVISION SET shipping components.

IPTV in addition moves outside of activity. Company, organization along with vertical industry focused apps consist of, yet are certainly not on a, IP Security, Online video media Conferencing, along with Electronic Signs.

Compared to both equally DTH along with cable that enables solely watching tv software programs or perhaps accessing activity providers around broadband, IPTV is a shipping platform for importance additional providers along with apps.
Connecting the actual digital camera try to portion. IPTV would participate in an essential function inside linking the actual digital camera try to portion involving computer literate along with non-computer literate. Everyone understands precisely how try using a tv yet everybody won't understand how to start using a LAPTOP OR COMPUTER. The reality is Indian subcontinent don't would need to hunt for any UNITED STATES DOLLAR 100 TELEVISION with 100 zillion TELEVISION properties inside The indian subcontinent; IPTV is going a long way inside linking these kinds of breaks along with make TV-the complete data along with activity choice. IPTV will likely provide to be a stimulator for that expansion involving broadband in the country mainly because it will probably create the actual demand for greater broadband volume along with cpa networks. Intended for once inside Indian subcontinent, IPTV is usually allowing accurate long-distance Online video media marketing communications for the public. In this way, it helps Indian subcontinent link the actual digital camera try to portion through remedying the importance involving computer literacy. Besides supplying excellent activity, IPTV will be specifically valuable inside achieving socio-economic brings about by means of tele-education, telemedicine, along with e-governance.

**Content protection.**

IPTV turns the television, also alluded as the 'idiot box' to be able to 'knowledge box'. Along with because of this, the idea gets very important to be able to stop earnings decline caused by pilferage. IPTV programs, due to two-way verbal exchanges allows your Digital Rights Operations and provides some sort of leg-up throughout safety in the articles that will moves in such cpa networks instead of your conditional entry offered from the usual cable television or Tv.
Moreover throughout IPTV, tv set signs journey as avenues regarding IP packets which allows merely your funnel that may be in fact being watched to become dispatched on the food fibre multilevel along your broadband link. This has major benefit of cutting down piracy in addition to providing an increasingly interactive services, since personal video clip avenues are generally provided for just about every customer.

**Growth individuals.**

Once IPTV actually viewershipes a vital muscle size throughout Of india, and individuals start that great never-before products, it will eventually pick up the necessary speed - this particular growth cycle comes after with just about every revolutionary fresh technologies. The main element marketplace new driver regarding IPTV throughout of India stands out as the solid trust from the technologies because of the telcos, bundled by a strategic long-term view on your profits on investment.

It will also require these phones introduce innovative interactive solutions that really finish some sort of have to have or a great fantasy. Among the finest techniques to check out will be to develop the perfect ecosystem help your technologies to be able to blossom in addition to thrive - forging the best alliances with VAS-providers, articles suppliers in addition to other sorts of stakeholders - consequently instructional corporations or health care providers or federal departments. Schooling men and women with regards to their rewards really should keep on being a priority.
Web of variables

Based on the discussions and empirical evidences of Indian television viewer following appears to be the web of variables impacting television consumption. The variables have been classified in four categories of the sender-text-receiver-context perspectives.

- **Television ‘viewer’ himself or herself**: age, gender, education, religion, occupation, mother tongue, economic class, habits, hobbies, medium of instruction at school, other media consumption patterns, ability to switch on-off TV set, construction of the ‘other’, perception about the medium of television and act of TV viewing, etc.

- **Factors within the households**: family size, size of the house, age profile of members, occupation of head of the household, language of conversation at home, viewing company-preference-power, negotiations within the members, family routine, relationship of the members, etc.

- **Contextual factor influencing the act of consumption**: number of TV sets in the house, channel capacity of TV set, status of the viewer within the household, responsibility-role of the viewer within the household, seasons, examinations of the children, etc.

- **Political economy and media texts**: language, formats, scheduling, ownership of media institution, objectives of programming, construction of audience identity by the broadcaster, advertisers’ agenda and influence on content generation, etc.
II.2 THE CONCEPT OF TV AUDIENCE

Television is a mirror of reality, looking at which the viewer makes certain knowledge about the world. It not only reflects but also creates a new reality: the processes taking place on television is inextricably linked with the processes happening in the society.

Television, as a social phenomenon, harmoniously combines technological advances, journalism and art. By its very nature it is emotional, ubiquitous and pervasive, it has peculiar features of improvisation and spontaneity.

The actuality of work is determined by the important role played by television in modern society, influencing the social environment and life of every human being on the first and most important level, the structure of an information system, which affects the formation of the world information space.

Audience Measurement (AM) is a means of quantitatively assessing what is being viewed. AM is essential since a significant source of funds for broadcasting is advertising and programme sponsorship. The popularity of a channel or a programme as assessed by AM assists advertisers and advertising agencies in selecting the appropriate medium, the channel, and the time to viewership a target audience. AM provides broadcasters a feedback on how their channel is rated by the viewing audience: this impacts resource allocation by the broadcasters.

A major impetus for audience measurement is advertising. AM directly impacts the channel-wise direction of advertising expenditures. Such flows are guided by AM and the cost of viewershiping various audience segments, advertisement placements and programme schedules.
The concept of TV audience

The idea regarding audience in every its ease and also quality, could be filled up with distinct content and also significance, based on the theoretical idea. With distinct times regarding researching mass verbal exchanges and also audience analysts gave divergent connotations in the phrase.

The actual audience is usually an accumulation of people perceiving in concert some text or possibly a vision, and the mass audience –is the actual phenomenon regarding recent period. Muscle size audience is usually seen as heterogeneity, dispersal and also substantial measurement, in addition to oblique and even more personalized perception regarding mail messages. The actual audience started to be some sort of mass inside the entire good sense in the concept inside the past due 19th - early on twentieth one hundred year, when controlled and also technological improvement has brought solely brand-new prospects regarding replica regarding imprinted components and also details transmission on the mileage for you to large teams of people. From the the middle of twentieth one hundred year television started to be the actual core press, accumulating the greatest audience. (Kent, 1994)

The actual commercialization regarding television within The european union, the actual beginning regarding a lot of routes inside the Oughout. Ohydrates. and also The european union, the actual distribute regarding brand-new systems regarding TELEVISION indication (cable, satellite) and also brand-new systems regarding television seeing (VCRs, out of the way controls) - which can be the actual processes that contain made the main contribution on the modify within television and also audience.
The actual research regarding habits regarding system decision by simply visitors determined by particular components constitutes yet another area of outstanding study interest in the whole uses and also gratifications studies. The actual mediating components consist of group and also psychographic parameters, option of visitors for programs these people favor, the actual audience's setting and the booking habits regarding television programs.

There are 4 typical models of behavior of audience near the screen, depending on sex and age of the audience.

1. The "traditional" type consists of viewers who prefer to watch television attentively and do not constantly switching between channels (39% of all viewers; this type of practice is typical for viewers over 55 years).

2. "Male" type consists of spectators that combine concentrated viewing and frequent switching of channels (12%, men young and middle age).

3. The "female" type of audience is practicing continuous background watching (26% od audience, middle-aged women, especially housewives).

4. "Youth" type is formed by the audience, combining the background watching with the constant switching of channels (20%; viewers young and middle age). (McQuail, 1997)

Of these kinds of, presently there have got come forth a couple of dominating sides upon software alternative. One can be premised around the uses and gratifications tactic -- the particular supposition that will "program alternative is a lucid steps determined by simply expectancy connected with satisfaction. Basically, software selection can be inspired by simply software articles which in turn finest
gratify certain requirements. Another can be type of alternative where individual alternative can be inspired by simply available software articles..

Based on their analysis, researchers define 3 "dynamic" factors which either individually or co-jointly determined media use and non-use. These are:

a) Traditional structural factors - those which arose from the Individual's location within the social structure and which were generally beyond his control (for example, income, age, and education).

b) Transitional factors - those which arose from the individual's life cycle changes such as marital status, parental status, residence etc. Those whose pattern of media use were not influenced by structural changes (a) above might be affected by transitional variables.

c) Self-imposed factors - these were residing in the individual's personality, relating in particular to his interest or apathy in the services offered by the mass media.

It is also necessary to analyze the typological groups of viewers and their content preferences (under “the content preferences” is understood preference to certain television channels and certain genres). This typology consists of the following types:

1. "Consumers of news" (15%) are watching mostly news programs.

2. "Sports Lovers" (9%) showing increased interest in sports programs. In addition, they watch non-entertainment programs, socio-political, criminal chronicles, local soap operas, and comedy programs.
3. "The audience of male-dominated programs" (10%) prefer criminal news, programs on historical themes, documentaries, socio-political programs. They usually spend a lot of time watching television.

4. "Traditionalists" (16%) who watch mostly the central channels of the country and city.

5. "Fans of television series and entertainment programs" (9%) watch mostly domestic soap operas, comedy and music programs, game shows.

6. "Proponents of TV" (7%), who are watching almost any programs on all channels, and are quite satisfied with modern television.

7. Audience of Network channels. (5%)

8. "Uninterested" (24%) who do not have preferences and watch television less than an average TV audience.(McQuail, 1997)

The relationship between the audience and television and its effects

Functional relationships between television and audience are implemented in a number of private connections (relations). The audience is characterized by multiple links with television, known collectively as the notion of "attitudes of audience to the media" and ‘uses and gratifications’ model.

Characteristics of the audience are not limited only such behavior factors as the choice of source material, duration of use of television, etc. The similar behavioral acts of audience have different needs, interests and expectations. On the other hand, the same needs, interests, and expectations are expressed in different ways in the behavior of the audience.
Among the links (relations) between the information system and the audience there can be defined the objective factors (choice of sources of information, both written and oral contact with the "journalist") and subjective (the interests and opinions, perceptions and requirements, and many other forms of internal relations of the audience).

Karen Ross along with Va Nightingale (2003) determine 5 regions of press events which are reasons for viewers research fascination:

- The viewers contributors since people;
- The viewers routines on the contributors from the press event;
- The press time/space on the event; the particular press electric power contact that design the wedding; along with the Mediatized information along with that people employ (p. 7).

As a result, so as to appreciate how people are actually conceptualised, it is crucial to consider different theoretical models utilized for viewers examination.

Your part on the press like a instrument of treatment has been defined from the Frankfurt College, primarily through Theodor Adorno, which explained the media has been ‘the culture industry’ that acted ideologically to manipulate the particular people (Adorno along with Horkheimer, 1979, p. 121). As outlined by Adorno, the particular culture sectors produce ‘standardised’ products that precludes almost any essential or perhaps politics bridal along with culture along with culture.

It is important to talk about Katz landscapes for the rank on the viewers like a ‘mass’ of alienated people, quite that they recommended the particular viewers contained people associated with sophisticated internet sites. As a result, these kinds
of studies indicated the fact that press performed like a facilitator pertaining to interpersonal interaction along with showed an opportunity of an additional ‘active’ viewers the uncomplicated stimulus-response product dismissed off.

Disadvantages from the “effects model” encouraged the particular progress on the “uses along with gratifications” method that was advised through Katz’s assertion that ‘less interest needs to be settled as to the press accomplish to be able to people plus much more as to the people accomplish while using the media’ (p. 2). This particular considering made it possible for studies to research long-term mindset changes along with the part on the energetic viewers. (Blumler & Katz, 1974)

As a result, the particular works by using along with gratifications method accommodated a preliminary understanding of viewers users since energetic real estate agents in a social networking rather than fragmented people in a monolithic size. Your product appreciates press written content along with how mindset transform gets to add the audience’s knowledge, actions, philosophy along with importance methods (Abercrombie, 1996, p. 141).

Although “uses along with gratification” method showed brand new options pertaining to viewers research, a number of criticisms are actually levelled against that like a instrument of examination. Nicholas Abercrombie (1996, p. 142) asserts that it must be ‘too positive’ – crediting the particular viewers along with much more autonomy along with manage compared to they have got in actuality. Moreover, he / she expresses the method doesn't interrogate how people ‘create’ meanings within their decryption of press text messages.
By way of example Barker along with Kate Brooks (1998, pp. 87-88) criticize the particular method since no consider: requirements generated from the press; the effects of requirements not necessarily becoming gratified; in some instances press contact may constitute a new require by itself; no consider changes that may result of a new require becoming content or will it accept that several viewers users utilize press more than other people.

Current press is particularly dynamic with the progress and from now on the particular media take up a top part with influencing general public thoughts and opinions along with spirits. The project showed the key part played through tv set with modern society, influencing the particular interpersonal atmosphere along with life of individuals. The main topic of tv set viewers, that receives an opportunity to help make a variety of press options has been coated.

Your own word ‘audience’ is usually rather complex, IN ADDITION TO establishing it\'s exact definition poses quite a few conceptual difficulties with regard to social research Just as ‘audience’ can be fundamentally the abstract concept. a good survey of a literature showed The idea conceptualizations of the audience vary significantly between theoretical models AS WELL AS theories. the paper examined theories The idea propose your media as being a powerful Weight that will possesses ‘effects’ from people’s behavior, IN ADDITION TO perspectives in which suggest folks EMPLOY media for you to satisfy psychological AND societal needs, thereby attributing audiences the additional active role.
II.3 AUDIENCE MEASUREMENT METHODS FOLLOWED IN INDIA

- **Diaries**

The diary had been the initial in support of means of saving data. It's been recently employed by Doordarshan because a reviews system called DART (Doordarshan Viewers Ratings). The diary system had been unveiled within 1989 along with had been extended nearly 2001. It had been later elevated within 2004.

Diaries are by means of some sort of pamphlet with questionnaires wondering chosen people to be able to history every day your courses they've seen. The small sample is around 3600 countryside TELEVISION SET properties along with 1600 elegant TELEVISION SET properties.

- **Electronic**

By way of "People Meters" installed within small sample properties. Details on the persons yards will be put together with set tuning data along with relayed for the ranking agency. Both ranking organizations TAM Media Investigation along with Viewers Description & Analytics

*Confined equally make use of automated ranking procedure.*

i) **TAM** Media Investigation is often a partnership organization between AIR CONDITIONING Nielsen & Kantar Media Investigation and IMRB. TAM Steps minute-to-minute TELEVISION SET looking at for TELEVISION SET owning households within elegant Of india within villages acquiring inhabitants several lakh. Taste will be accumulated around 148 villages including 6917 TELEVISION SET properties excluding J&K, N. Eastern,
Assam, Bihar along with Jharkhand by way of persons meter. Answers coming from in excess of 25,000 persons will be looked at just about every minute by what they enjoy and the looking at will be checked for three hundred plus programs to viewership at TRP Reviews.

Most of these reviews are launched over a each week basis.

ii) **Viewers Description & Analytics Confined (a-Map)** possesses meters/devices installed within 87 villages associated with inhabitants beyond 1 lakh along with contains your declares associated with Bihar, Jharkhand along with Assam. a-Map collects viewer-ship facts using Telecontrol VIII facts selection items which can be attached to the television receivers which in turn immediately registers along with outlets the information about the channel to be able to how the Television set currently is tuned. These are generally launched immediately. Protection associated with aMap will be 87 Villages along with 6 Metros with 1 lakh plus inhabitants immediately after a good organization Customer survey of 1,05,000 persons. The metered properties are 6000 with 2415 properties within Metros.
II.4 MEDIA PLANNING

MEDIA PLANNING, keeping area of marketing and advertising chat is usually a practice within with a number of choices manufactured to find your nearly all perfect way(s) to produce the particular significance into a potential crowd (Sissors & Baron, 2002; Sissors and also Bumba, 1996). Any kind of marketing program is usually a file through which affirms software programs regarding actions about how precisely an easier time locating the particular marketing finances is utilized to achieve promoting targets (Barban et ing, 1993; De Pelsmacker et ing., 2007, g. 224). The work regarding marketing preparing features knowing the particular chat targets, marketing selection, wherever an easier time locating to use such marketing and also spending plan (Bogart, 1996). De Pelsmacker et ing. (2007, pp. 224-225) supplies several additional vital work this is a analysis within the chat location while chat initiatives within the opposition might be evaluated together with marketing conduct within the potential crowd.

Since the beginning of marketing, marketing arranging provides been with us. Taking the particular late 1950’s, marketing decisions have been additional of your tactical figure. Starch (1923) as an example encouraged in which “The smart collection of magazines has a watchful comparability in the obtainable mediums and also a romantic expertise in the nature and also characteristics in the a variety of magazines”. Starch displayed the score cards arrange for evaluating the particular suitability of your choice to treat some issue. They described in which the objective of the particular score cards is to aid the particular advertiser to judge the particular appealing and also unwelcome things in regards to a choice.
When you use the score cards, the particular advertiser all judges over a size via zero to at least one 100 about numerous things. The main benefit of by using a score-card plan is usually not so much inside the remaining score that is designated for you to each unique place, but rather inside the care taken to meaning that each of the crucial things in regards to marketing variety are thought. Businesses been employed by using versions of related programs.

It absolutely was not necessarily till 1957 as soon as Brownish, Lessler and also Weilbacher published one of several very first books coping exclusively using, in today’s terms, “media planning”. Through observing marketing arranging as a possible analytical subject of examine, Brownish, Lessler and also Weilbacher (1957) offered a good deal to the improvement of marketing arranging programs. A clear adjust progressed in study course articles from the heavy obtaining inclination to an approach that is additional ideal in regards to marketing choice producing and also where marketing arranging was handed a lot more thought. Intended for initially marketing plans additional an application in marketing arranging mainly because marketing arranging was currently approved as a standard section of marketing and advertising.

Articles with academic journals did not birth to be able to financial transaction with media planning until on the same time. the first AND probably sole of a just about all influential articles are compiled by Agostini (1961), by which your current first media food list model feel introduced. Research for the location regarding media planning possesses grown since the (Pasadeos, Barban Kim, 1997).
MEDIA PLANNING MODELS

The first media preparing novels continues to be significantly motivated by simply muscle size transmission idea such as common transmission designs put together by Schramm (1954) and Schramm and Roberts (1971) along with the power structure of consequences designs (Lavidge and Steiner, 1961; Colley, 1961). Advertising preparing designs took simple methods into account including viewership (the quantity of potential customers that ought to be encountered with the message no less than once) and volume (the quantity of occasions that the potential customers are exposed to the message in the specified period).

Advertising preparing designs originate from earlier nineteen sixties any time Agostini’s (1961) common viewership evaluation system was released. Many fighting supplements put into practice that will achieved it feasible never to solely approximate the viewership but the standard volume of an routine (Bower, 1963; Caffyn and Sagovsky, 1963; Marc, 1963; Kuhn, 1963; Hofmans, 1966; Claycamp and McClelland, 1968). Attain and average volume evaluation achieved it feasible for you to include redundant exposures due to the fact two regions of media strategy ended up dealt with: the quantity of people are exposed to the offer (viewership) in addition to the amount promoting each person receives (frequency). Despite the fact that viewership and average volume evaluation is actually superior to the alternative of an campaign’s total audience shipping and delivery (raw media weight), this can be a simple preparing device.

It turned out not necessarily before delayed 1980s that the difficulty of making use of volume distributions rather than simple viewership and average volume investigation was intensely mentioned in the common promoting novels. On
account of poor computational handle, media and even cruise directors discovered that will viewership and volume investigation was inferior understanding that volume distributions investigation has to be far better way. While using the advantages of pcs inside media preparing with the equivalent drop inside the price tag on computations, working with volume distributions evolved into useful (Cannon et ing, 2002).

Substantial critiques from the media routine simulation novels happen to be performed by simply for instance Gensch (1973). Many designs that will estimated volume distributions evolved into generally recognized inside every day media preparing procedures (Beardon, Haden, Klompmaker and Teel, 1981; Rust and Leone, 1984).

Even so, Naples (1979) stated that the business acquired the less complicated notion of successful viewership and volume, namely successful volume preparing (EFP). Despite the fact that rates change about how common EFP was put on in practice, EFP was the predominant media preparing style in the 1980s and 90s (Kreshel et ing, 1985; Leckenby and Ellie, 1994). Additional analysts including Canon and Goldring (1986) argue however that will whilst EFP was widespread in practice in the promoting business, the idea proven to obtain key conceptual troubles. Later on, analysts released the very idea of volume worth preparing (FVP), any style handling the leading disadvantages of EFP (Cannon et ing, 1996; 2002).

While the media landscaping offers improved into a large magnitude, media preparing strategies have not (Pilotta et ing (2004). That notion is actually recognized by simply Hoffman and Novak (2000) that claim that standard ways to
media preparing is not applied for non-traditional media including World-wide-web media. They will argue that will classic media designs tend not to present significantly direction for you to gauge final results from selling ads online understanding that the initial features of World-wide-web media likewise demand fresh tactics. Canon et ing (2002) conversely has a opposite check out by simply boasting that each media could and may end up being used into a universal common and and thus be placed with an equivalent footing.

Moreover, whilst Pasadeos et ing (1997) question that the progress of fresh technologies and fresh media may create fresh calls for for media modeling, Canon et ing (2002) argue any time making use of included marketing transmission (IMC) considered just as one insight, founded designs can be placed on each standard and fresh media.

a) The essential Advertising Organizing Style

Intended for over a few years the main topic of media preparing fusing in the much wider notion of included transmission preparing continues to be intensely mentioned, my spouse and i. e. standard media, social media, Buyer Marriage Supervision (CRM), database-marketing, buyer media and also other transmission endeavours ended up regarded and evaluated overall. Comparing Number 2. 1 and 2. 2 offers the example from the progress inside media preparing during the last number of decades.

Both equally simple media preparing designs get started with with the properly recognized notion that will media preparing emanates from marketing strategies (A inside Number 2. 2). Colley (1961) encouraged this with the traditional
DAGMAR paradigm. DAGMAR is short for Denoting Advertising and marketing Objectives for Measured Advertising and marketing Benefits and refers to any style where objectives associated with an advertising campaign are collected in such a way so that their achievements can be quantitatively tested. The key big difference involving the designs is actually that included marketing transmission (IMC) assessment is now important. That is why, the concentrate is going to be with Number 2 because this can be a more existing style suited to today's training.

![Diagram](image)

**Figure 2.1: The basic media planning model (Sissors and Petray, 1976)**

**A. MARKETING STRATEGY**

**B. IMC EVALUATION**

**C. Allocate tasks by media class**

**D. Prioritize vehicles by cost/effectiveness**

**E. Adjust schedule to maximize frequency value**

**Figure 2.2: The basic media planning model (Cannon et al, 2002)**
The particular mass media buyer’s objective is to get to the target viewers well organized and also successful. Quantitative, qualitative and also techie criteria can often evaluate the distinct mass media. Quantitative criteria with mass media variety are get to, regularity, selectivity, geographic overall flexibility, velocity of get to, concept living and also seasonal have an effect on. Qualitative criteria would be the image-building functionality, over emotional impression, method participation, lively or passive method, attention devoted to the actual method, excellent of processing, incorporating worth to the concept, volume of data that may be offered, demo functionality, extent of memorization in the concept and also litter. Technological criteria are production price tag, mass media purchasing qualities and also mass media access (De Pelsmacker, 2007).

Based on Pickton (2005) advertising strategies will not likely functionality optimal you should definitely being fine-tuned to the transformed techie setting of buyers. Much too typically outdated mass media strategies are now being repetitive which has a principal focus on conventional mass media even though fresh mass media aren't being examined. He even more statements that the mass media preparing practice can also be many times remaining to the organizations the spot that the concentrate is mainly about what “viewership” the various mass media include rather than buyer mass media habits.
II.5 THE CONCEPT OF TRP’S

TRP, the acronym for Television Rating Points, possesses a good tremendous impact with advertising expenditure. Unlike the newspaper or perhaps an magazine, by which your current publisher will probably count how several copies usually are sold, there exists not any immediately way to know exactly how The majority of people tend to be watching any kind of granted programme. Basically this can be a ranking listing of popular TV programs released periodically via numerous rating agencies. the helps advertisers AND ALSO corporate media planners with selecting ones proper media on the proper time in order to viewership your own target audience.

Widely taken In the same way your currency intended for both customers AS WELL AS sellers or maybe television advertising, That is highly relevant considering This within the television industry, 34% (INR 88 billion) involving revenues come from advertising. the total size of an Indian Media & Entertainment Industry can be INR 587 bn, that television comprises INR 257 bn AND ALSO contributes 44% share of an overall M & E revenues.

TRP's have huge impact on advertising expenditure decisions, as advertisers have numerous channel options to choose from and their decisions are based on the ratings released by the rating agencies, which reflect the ranking of popular TV programms on different channels. Since TRP's reflect viewership patterns and are taken as and indication of views like and dislikes, they have an indirect influence on content scheduling of programmes, as well as pricing of channels. False, misleading or inaccurate rating can affect not only broadcasters and advertisers but also the
interests of the viewing public. The veracity and reliability of the rating agencies and TRP's therefore, becomes very significant.

In a changing media environment, where there is potential for very specific and targeted media campaigns, marketing departments are under great pressure to prove the effectiveness of their ad spends. Not only is the selection of media vehicle content, timing and placement of ads important to viewership out to the potential Target Group, making them an invaluable part of any campaign. When advertisers want a commercial to viewership a large audience, they need to place it sin TV programs which capture maximum audience size. The more audience a program draws, i.e. the higher the TRP's of a program, the higher the value of the commercial airtime. In view of that, TRP's become the backbone and one of the most vital variables for any media plan. Hence, the amount charged for advertising is usually a negotiated rate per thousand viewers multiplied by the audience estimate.

Advertising supported television channels price their inventory of commercial time based upon the quality and quantity of audience that they attract. Televising rating is a form or market research that estimators the televisions viewing habits of a defined population not the basis of the behaviour of regularly traced sample.

Only those segments of the total populating are tracked that hold advertiser's interest. The nature of this market research, that requires continuous, rather than one off querying, makes it among the most expensive researches to establish and conduct. Since it primarily helps advertising supported television channels take their inventory to market, commercial broadcasters are always the biggest source of
funding for this research. This is also true in India where broadcasters are estimate to cover over three fourths of the cost of running the panels.

**LEGAL FRAMEWORK OF TRP**

The particular Ministry regarding Data & Broadcasting, Authorities regarding Indian, has wanted referrals regarding TRAI for the method regarding TV Viewers Way of measuring (TAM)/ Tv Score Details (TRPs) along with the insurance policy recommendations to get used intended for Score Firms. TRPs are used by Advertisers, Broadcasters along with Creation households. Broadcasters along with Media companies tend to be constantly fighting with each other and also between by themselves intended for higher TRPs, intended for about most of these rides the particular advert commit along with programme arranging, and intensely often the articles way too will get determined by the particular TRPs, taking TRPs being an indication from the readers needs and wants. Rankings frequently in addition have an effect on charges regarding channels. While using the effect from the aesthetic press for the social fabric as a result of content creation along with programme arranging, troubles regarding liability, visibility along with objectivity with rankings is not completely pushed aside. Fake along with misleading rankings consequently can certainly hurt not just the particular broadcasters along with the companies but in addition the particular seeing community likewise.

**STANDING PROGRAMS INSIDE INDIA**

Mapping along with calibrating purchaser styles with TELEVISION SET seeing w2aw s to begin with taken on through the country's community Broadcaster, Door4darshan, though doordarshan Viewers Rankings (DART), gathered by DD's crowd study product as a result of its forty five Kendras along with 100 All- Indian
R / c. You start with a broad seeing customer survey up to 1988, Section diaries were being presented by DD with 1989 & continuing up to 2001. They were later on enhanced with 2004 addressing 3600 TELEVISION SET properties with farm along with 1600 TELEVISION SET properties with Metropolitan Indian.

It had been with 1994 of which ORG-MARG's INTAM (Indian Nation's Tv Viewers Measurement) seemed to be set up. INRTAM's trial sizing seemed to be miniscule along with on a significant cities. Even though INTAM was in functioning, a 2nd ranking agency TAM Media Analysis seemed to be produced with 1998. Combined Industry Bopdy (JIB) composed of associates in the Native american Community regarding Advertisers (ISA), Native american Braodcasting Basis (IBF) along with Advertising Firms Relationship regarding Indian (AAAI) worked closely having TAM with specialized make a difference. Even so, the particular JIB has mostly stayed neo well-designed. Within 2001, both equally INTAM along with TAM were being technically merged. It had been solely with 2004 of which yet another ranking agency, Viewers Way of measuring along with Analytics Ltd. (aMap, arrived available with Indian. The business oriented surgical procedures even so, started off solely with Feb, 2007). At this time 2 companies are carrying out Tv Viewers Way of measuring with a business oriented basis- TAM along with aMAP. Their particular surgical procedures tend to be restricted to a few big cities which has a population over 1 lack.
Methodologies Used

With the increasing number of channels, multiple broadcasting platforms and increased number of TV sets, the demand for a technical & scientific approach to TRP measurement became a necessity. Currently, one of the market p-layer, TAM uses Digital TVMS devices called People- meters placed in selected households in a few urban areas, while a Map uses Telecontrol VIII data recording units to collect TV viewership data from TV's in the sample homes. These are attached to the TV set in the sample home and remotes are assigned to each individual in the household, with the meter monitoring what is being viewed on a 24x7 basis and automatically
records the data required to indicate viewer preferences, which is periodically transmitted to a central computer, by means of the residential telephone line or a dedicated mobile connection. After the requisite analysis, a map releases the data on an over nightly basis while TAM data is released on a weekly basis.

**TAM Research Methodology**

TAM has installed 8150 people meters across India, covering 165 towns and approximately 27500 individual respondents, over tier I towns with a population above 10000. Also roughly quarter of this sample is changed every year to reflect changes in demographic composition of the universe of TV owning households. Recently, TAM took the initiative of adding people meters in randomly chosen representative towns in Maharashtra, Gujarat & Madhya Pradesh with population less than 100,000 individuals.

The first step in TAM research methodology is Establishment/ Baseline study which is conducted over a sample size of approx 60000 to 80000 homes, for a panel of 8000 homes.

For sampling the first step is Town selection and then sample split within a sample town and later on home selection. For this, a technique called Simulated Annealing is used to ensure a balance between the parameters of socio cultural regions (therefore ensuring geographic spread), C & S penetration (average C & S penetration of sampled towns equal to the population penetration) and Terrestrial availability of DD News (average availability). This ensures adequate sample for processing a demographic split like SECs A, whose universe proportion as compared to the other SECs is comparatively small.
The next step is installation of people meter and educating the selected households on its usage.

Data collection is undertaken through Digital People meter Technology called TVM 5, data is soared as encrypted data in the People meter and s transmitted to the Data centre either via GSM or GPRS through the Transmission Unit.

Quality Control and Data Validation is undertaken through weekly validations such as compliance Validation e.g. Checks on button pushing by panel home members; Technical Validation e.g. Check on equipment related issue; Viewing Validation e.g. Checks for abnormal viewing, continuous viewing; Personnel Validation e.g Check by the data collector on household information.

**Data processing and report generation.**

A-Map, the other Indian rating agency, does a pan urban India coverage, covering 87 towns through 6000 metered homes, through an Establishment survey of approximately 105000 people. The process of rating as para map is given below-

**a-Map Research Methodology**

An Establishment survey can be conducted for you to understand your own demographic profile of any market to ensure your own market is usually large enough for you to capture your own smallest nuances.

The Control Patel contains multiple variables classified in to first and Secondary parameters. Additionally, special efforts are generally undertaken to make sure that SECA1+ presence for the panel.
Each meter is usually connected to help GSM modem. Central servers on aMap info centre automatically dials up into panel homes to collect data every night ALONG WITH details is actually ready to its WORK WITH of clients ones subsequently night out morning.

Twenty percent regarding panel homes usually are replaced within new homes every year. Sample rotation activity will be distributed. About the year issues in existing TRP method in India

The committee noted that several concerns have been realized b the Industry, Government and civil society, over the years with respect to the prevailing TRP system in India-

a) **Impact on content**

Broadcasting is a powerful means of mass communication, with widespread implications on the society. Programme content which is the backbone of broadcasting is in the prime position to influence the way in which viewers see and perceive the world. Several stakeholders contend that TRP's impact and inhibit content creativity and encourage similar genres of programming, limiting viewer's choice. Limited competition, lack of transparency and accountability in the current TRP measurement system, adversely affects TRP's which instead of painting a larger canvass of viewer see and perceive the world. Several stakeholders contend that TRP's impact and inhibit content creativity and encourage similar genres of programming, limiting viewer preferences, appear to present a skewed picture of viewership. The resultant effect is that channel stands to carry content which may not subscribe to the diversity of a vast country like India nor reflect the tastes &
preferences of majority of the viewers. These deficiencies in the rating system have the potential to distort consumer preferences and thus indirectly create distortion in the pricing of channels and advertising slots, affecting market dynamics.

Similar reasons Religion and astrology based programming and news coverage is another popular theme.

The TRAI report 2008 on policy and Operational issues for television audience measurement/ TRP raises the issue of TRP ratings impacting the content available on television and a larger public interest being at stake. It takes the view that:

TRP's measure that view ship habits of television audience and assist advertisers and advertising agencies in selecting the right media at the right time to trench the target audience. Hence ratings affect the business decisions of broadcasters, advertising agencies and advertisers. Therefore, any distortions or inaccuracies in the ratings would affect business decisions. Also, television rating points (TRP) ultimately affect the content that is created for viewers across the country. With each channel vying to target the same genre in a bid to maximize its advertising funding, less popular genres tend to be left un-served while popular ones get duplicated. The importance of ratings in determining viewer preferences therefore becomes extremely important.

As stated in the observation/ Recommendations in the 67th report of Standing committee of parliament on information technology (2008-2009)- Television Audience Measurement in India-
On the other hand the industry is of the view that content and viewers are not affected use to trainings Instead, the key stakeholder such as broadcasters, advertising agencies and advertisers are the ones who are directly affected. Advertisers base their advertising spend, which is the principal revenue source for most broadcasters, the ratings; viewers, meanwhile are not affected by the ratings since sufficient choice is available to them in the form of availability of numbers channel in each genre, totaling to 607 channels as on 31st Oct. 2010 as per Ministry of I & B . Therefore, there is no need to for the government to regulate television rating points (TRP) system from the perspective of impact on viewership and content.

But even after the system of generation of TRP ratings is reformed, the will only reflect the preferred choice of the viewers which is more accurate and nearer to the truth. But if the viewers continue to like sensationalism, sex, violence and programme and n and news catering to baser instincts, the solution will have to be sought somewhere else. One way of preventing undesirable programming is by means of content regulation. The regulation of content however is a contentious issue, considering the democratic, societal and commercial interests involved. While the purpose of content regulation is protection of individuals and in particular protection of minors, there are no universally acceptable norms of content regulation across the world. The sensibilities, ethos & culture of a country define what is acceptable in a country. While nudity may be permitted on television in some European countries, it would be completely unacceptable for viewing in countries with other cultures and resinous persuasions. While the broadcasting industry in India is of the view that issues relating to cotes are best left for self relation by the
industry, the ministry has been of the view that a three tier system of regulation, with two tiers of self regulation at the level of the Broadcaster himself and at the level of industry bodies like NBA, IBF etc, with a third tier which will largely play an appellate role at the level of a broadcasting's authority created by an Act of Parliament. Government has setup a Task Force in November, 2009 with representatives from Broadcasting Associations to arrive at a consensus on setting up of an independent and an autonomous authority and how to deal with issues relating to content. The report of the Task force is awaited.

b) Inadequate sample size

This Committee felt that the sample size for TRP measurement was far too inadequate given the diversity and stratification of country like India. 8000 people meters for a viewership of 500 million will not reflect viewer's true choice. On this matter, the TRAI report has also drawn our attention, in the following words-

Ratings are currently largely based on cable home. Since there is large scale under reporting of cable homes, 8000 people meter are grossly inadequate. Also, considering that the nearly 62 percent connected with television sets tend to be old black AND white ones, reliability connected with accuracy associated with sensing device involving a person meter can be doubtful throughout capturing your watch ship. Further, spread regarding channels is usually not uniform across different regions of any country. Almost all the actual highlights inadequacy connected with rating methodology presently being followed. to be a result, channels having additional viewership inside rural or perhaps among certain sections tend to be disadvantage for the ratings. Mainly urban viewership is deciding your own ratings connected with programme AS WELL AS programme schedules regarding TV

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channels. Some states like J &K and North east and rural areas do not get adequate/any representation at all in the current sample size, as also there seems to be disproportionate representation for different delivery platforms. Concerns exist over the adequacy of the sample size and its ability to truly represent what people are watching or where specific choices towards televised content are exercised. There seem to be a consensus on the need for increasing the sample size, so that it is truly representative.

c) Transparency & Reliability

The industry as well as the government feels that there are serious issues in teh methodology of conducting the measurement. There is a lack of transparency and reliability in the methods adopted by the agencies. The broadcast industry which uses the ratings themselves often finds the system totally opaque and on the pretext of sample secrecy it is difficult to effectively assess the accuracy or veracity of the current television rating findings. Even within the advertising industry, many have felt that any large scale ongoing media measurement research should be conducted by an industry body that is constituted by the association of respective media owners, advertiser and advertising agencies to ensure transparency, funding support and sustainability. Doubts has been raised about the nature of ownership of TRP measurement companies and questions have arisen on whether raw data can/may be manipulated to suit vested interests. Leakage of panel homes leading to manipulated ratings has remained a major concern.

The TRAI Report 2008 ha tackled the transparency and reliability issue very well by setting out general standards of operation, methodology, disclose and other for the rating agencies, as detailed in annexure III of the TRAI report 2008.
In the Observations Recommendation in the 67th report of standing committee of parliament on information technology (2008-2009) Television Audience Measurement in India, it has been suggested that periodical rotation of panel homes by the rating agencies is necessary to bring objectivity and unblessed process in ratings.

d) **Viewership across diverse platforms**

With rapidly changing technology there are concerns whether the current rating system, captures viewership of all distribution platform such as terrestrial TV, digital & analog cable, DTH, IPTV and mobile TV etc.

e) **Duopoly and Shareholding Pattern of agencies**

In the current scenario, there is no restriction on the entry of new agencies to undertake rating of television viewership. Intriguingly, however, there is a duopoly by the players- TAM & Map, in the TV rating space, with TAM occupying a significant market share. Concerns persist over the alleged cartelization between the various consumers, stakeholders and providers in the audience measurement system. TV ratings providers may be directly or indirectly owning and controlling entities having interests in advertising as well; as broadcast & distribution and use this clout to ensure that their service remains a largely acceptable rating currency. Such patterns of ownership and control with elements of conflict of interest curb competition and reinforce monopolistic tendencies.

f) **High equipment cost & technology**

Another concern raised was the high cost of Rs. 150,000 approximately (inclusive of 50% import duty) of the people meter, which is considered excessive
an suggests inefficient technological practices and/or strategic transfer of money to
the parent entity under monopoly conditions (transfer pricing). An undesirable
consequence of this artificially high price of meters is the neglect of the rural market
and a lack of search for alternate and cheaper technologies.

g) Secrecy of Sampled families

The secrecy of panel homes or sampled families is also believed to be
compromised in many cases. Instances of availability of the list of sample households
with the broadcaster's have come to light, implying that panel homes can be
subjected to manipulation and consequently affect TRP ratings and influence
specific interests.

h) Frequency of TRP announcement

Even if it is assumed to be done scientifically and is error free, there is no
reason or industry requirement to do it every minute, every hour or every day.
Ratings should be used to guide long term behavior, tracking what people
want and what they are responding to rather than making it like the stock market
with minute by minute buying or selling of inventory. This practice unnecessarily
commoditized airtime inventory and results in huge fluctuations in airtime costs
leading to both broadcasters and advertisers always pursuing that elusive short term
TRP spike gain.

*The reporting of data by TAM Media Research is on a weekly basis. a-
MAP's reporting is done on an overnight basis.*
DIFFERENCE BETWEEN TAM AND a-MAP:-

For television advertisers ‘who is usually watching what may be the core connected with it’s business. Till day no sole knew The item far better when compared with ones TAM Media Research in which continues to be measuring viewership trends due to the past many years AND it is studies have formed your current background intended for blue prints involving almost all media projects. Today It's an rising competitor with aMap.

➢ TAM

TAM or perhaps Tv set Audience Rating is really a 50: 50 jv between Nielsen Mass media Analysis (NMR) / AC Nielsen in addition to Kantar Mass media Analysis (KMR) /IMRB. Until now it had been really the only entire body which acquired a TELEVISION rating process throughout Indian. It operates applying people meter, a tool which is put in within television sets which methods frequency associated with route watching. Any kind of study can be nonetheless merely a variety of empirical data learnt in addition to designed within presumptions. It may certainly not become decisive throughout nature nonetheless it will lend a path in order to conclusion making. Appropriately, TAM's method of calculating viewership data may be within surprise by certain route managers previously several years. That they generally sensed which TAM, a company marketed by AC Nielson, which has stakes from Rupert Murdoch’s Announcement Corp. which likewise owns Superstar TELEVISION generally revealed Superstar with number 1. Furthermore TAM gives evaluations in order to individuals tv stations that sign up to all of them. Modest tv stations avoid getting any kind of talk about into their record thus starving all of them associated with advertising.
TAM likewise had taken above the only different rating bureau INTAM in addition to made a monopoly. However marketing purchasers at the moment are rejoicing at the country wide launch associated with aMap, which states overnight rating associated with TELEVISION workshops. On the other hand, Siddharth Mukherjee, Representative, Sales and marketing communications, TAM Mass media Analysis mentioned inside marketing, “TAM provides India’s primary digital/program basic people meter referred to as the actual TVM5, presently started throughout DTH-enabled properties. Pertaining to TAM, TELEVISION viewership data occurs as default. The stand out point is within methodical design on the data by means of information. Despite the prevailing sample sizing associated with several, eight hundred people yards, the actual panel shows the largest amounts of folks on earth. Soon after enlargement in order to 10, 300 people yards, this kind of sizing goes upward a little more forward. ” All of the numbers mentioned above could result in an essential idea that just one peoplemeter determines advertising worthy of Rs 1 crore. Regrettably the actual 15 mil CATV houses throughout farm Indian usually are nonmetered using not only a one peoplemeter present in any kind of tv. TAM can be serious regarding increasing the actual width associated with protection not simply throughout urban Indian and also throughout farm Indian, in accordance with LV Krishnan, TOP DOG, TAM Mass media Analysis.

TAM says which you will see not any alter inside rating process inside post CAS age. The machine will be based upon calculating frequency on the route seen through the panel house. It is comparable to the actual technology which is being employed the actual world-wide throughout 35 different nations by AC Nielson TAM.
The particular bureau options to boost its representations associated with CAS properties into their panel as soon as CAS becomes far more acceptable inside four metros. The particular bureau will probably be observing cautiously the actual achievements associated with CAS throughout wire in addition to satellite properties as a way to choose which answers to apply. TAM can be making large opportunities throughout improving its technology to make it far more versatile in order to CAS. It has the actual service associated with AC Nielsens global research laboratory situated in Quarterly report and also the monetary supporting associated with its mum or dad firm. In a very CAS house, a viewer's have to make use of two separate remotes to the FTA and also the spend programmes, which needs using two fittings and a unique detector. These types of sensors will probably be slipped into digital in addition to analogue boxes contained in the technology that will help out with a sleek transition associated with CAS.

➢ a-MAP-

a-Map could be a good immediately audience score SUPPORT by way of Choice Homemade projects Analytics rivalling inside TAM these days. It's witout a doubt released a audience investigation laboratory with MICA, Ahmedabad campus to help you determine broad tendencies through TELEVISION observing inside tie-up with Mudra. The beneficiaries could consist of press and even cruise directors, customers, route mind, academics corporations PLUS community plan and even cruise directors. It's Expertise Middle division will clearly churn out custom-made particulars to help it's tv stations, agencies PLUS advertisers with TELEVISION observing.
Audience Rating besides Analytics Restricted (AMAL) purchased released a
country large a-Map a go device which declares to present more substantial
defense when compared with TAM. Immediately evaluations are the tradition
followed “Broadcasters much like NDTV, TELEVISION Nowadays Group, Sahara
Staff, CNBC TELEVISION 20 besides Zee Telefilms use a need to co-operate
together with his future- geared up firm by subscribing to besides signing up so that
you can a-MAP services, ”. Featuring a new small sample dimension associated with
6, 000 metered properties through Indian, aMap can easily think it is giving a
hardcore rivals so that you can TAM.

a-Map’s physical occurrence at this point ranges areas just like Madhya
Pradesh, Rajasthan, Tamil Nadu, Andhra Pradesh, Gujarat, Uttar Pradesh, Kerala,
Orissa, Western side Bengal, Bihar, Jharkhand in addition to Himachal Pradesh. “
The greatest advantage can be which aMap, not like TAM, gives data overnight, so
the preceding day’s data is usually accessed morning through the individual.

a-MAP enable brands in order to narrowcast to their potential audience in
addition to go above demographics. Other than residence standards, details just like
automobile title, girl or boy, get older, primary salary proprietor, schooling,
occupation in addition to type of house are also taken into account. Therefore, one
can have the exact viewers report that they're seeking for”.

**Demographic Profile of TAM and a- MAP**

**Measurement**

Methodology plays an important role in audience measurement. A robust
methodology would ensure the reliability of the ratings provided by the rating
agencies whereas a poor methodology would distort the measurement results, adversely affecting the sector as a whole. Therefore, a rating agency should have in place a rating process/methodology that conforms to the conditions / standards / norms prescribed for the ratings process and reflects consistent and internationally accepted rating standards. It should work towards continuous improvement in quality and method of the rating system, to provide accurate, up to date and relevant findings. In this regard, the key issues pertain to selection of the households, panel size & secrecy of panel homes.

**Selection of the households**

Sample households are generally selected through a large-scale establishment survey that defines the population to be represented and its characteristics. The establishment survey is conducted in such a manner which remains representative of all television households across the country. It encompasses the full range of demographic and TV reception variations, amongst other variables, that are found across the country and in different regions. The selection process of the sample households for the measurement purposes is random and every household in a particular area have an equal chance of being chosen. The establishment survey results in selection of household samples which is around 10 times of the desired panel homes. The panel homes are drawn for audience measurement from the representative sample determined by the establishment survey. Selection of panel homes is done through a ‘multi-stage, stratified and un-clustered' sample design to ensure that the panel is fully representative of all television households. The maximum period of time that a household may stay on the panel is clearly defined (say four years).
There is a need to select households for rating measurement in a transparent manner. In order to ensure transparency in selection of panel homes, the rating agency should provide details pertaining to methodology, establishment survey size; periodicity of the establishment survey, method used to select panel homes from household samples arrived through establishment survey, etc. on its website and also reports the same to the accrediting agency at a defined frequency.

**Panel size**

Panel size is the number of panel homes, drawn from samples collected during establishment survey, where the audience measurement device is placed. It is an important parameter that determines the accuracy of statistical exercise. The panel size represents the age, socio-economic class, gender, working status, delivery platforms and geographical coverage (both urban & rural markets). Generally, larger the panel size the greater would be the accuracy of the results. Smaller panel size results in limited data for analysis and therefore is not truly representative, which compromises the accuracy of the findings.

Inadequate panel size has serious limitations of not adequately reflecting regions, rural and small towns, demographic profiles, socio-economic classes, plurality of platforms etc. However, increasing the panel size has cost implications especially for taking audience measurement through People meters. So the panel size should be such as to optimize the tradeoff between increased cost and more reliable results.
Secrecy of panel homes

Availability of the entire list of panel households with the broadcasters had made news. Accessibility of panel homes would mean that the outcome can be manipulated. To avoid any manipulation at household level, the rating agencies have proper systems in place to safeguard the secrecy of the panel homes. Rotation of panel homes also helps in ensuring secrecy of panel households.

Privacy

It is important that the privacy of panel households be maintained. Privacy is to be maintained at two levels. Firstly, personally identifiable information of panel homes should not be used by rating agencies to advertise, promote or market third-party goods or services. Also personal data like names, addresses or phone numbers of panel members should not be revealed to any third parties for promotion of their business. Secondly, the results of the measurement should not be disclosed on an individual basis. The rating agency should release the measurement results only on aggregate basis.

Demographic Profile

A-Map

Household Criteria:

1. **SEC: A1+, A1, A2** (High Class, Middle Class and Low Class)
2. **Language Spoken at Home:** Hindi, Marathi, Gujarati, English, Punjabi, Konkani, Tamil, Telugu, Kannada, Rajasthani, Malayalam, Urdu, Bengali, Sindhi, etc.
3. **Monthly Household Income (MHI):** Up to 2,400, 2,501-3,000, 3,001-4,000, 4,001-5,000, 5,001-6,000, 6,001-7,000, 7,001-8,000, 8,001-10,000,
10,000-12,000, 12,001-15,000, 15,001-20,000, 20,001-30,000, 30,001-40,000, 40,001-50,000, 50,001-Rs.100,000, Above Rs.100,000

Durable Ownership
4. Refrigerator
5. Washing Machines
6. Air Conditioner
7. PC / Laptop
8. Type of TV: Colour, BW, with or without remote

Vehicle Ownership
9. 2 Wheeler
10. 4 wheeler costing less than Rs. 500,000
11. 4 wheeler costing more than Rs.500,000

Individual Criteria:
12. Gender: Male/Female
13. Age:
   a. User defined: From 1 To 120 yrs
   b. Predefined Age Groups also available
14. Education
   a. Illiterate
   b. Schooling up to 4 yrs
   c. Schooling 5-9 yrs
   d. SSC / HSC
   e. Some college but not graduate
f. Graduate/post graduate - General

g. Graduate/post graduate - Professional

15. **Occupation**

   a. Unskilled worker
   b. Skilled worker
   c. Petty trader
   d. Shop Owner
   e. Business with no employees
   f. Business with 1-9 Employees
   g. Business with +10 Employees
   h. Self Employed/ Professional
   i. Clerical/Salesmen
   j. Officer/Executive-Junior
   k. Officer/Executive-Middle Or Senior
   l. Students/Kids/Retired/Non Working

16. **Occupation Status**

   a. Working/Earning
   b. Housewife (Working)
   c. Housewife (Not Working)
   d. Studying in School
   e. Studying in College/University
   f. Kids/Retired/Non Working
DEMOGRAPHIC PROFILE

TAM

Household Criteria:

1. SEC: A1+, A1, A2 (High Class, Middle Class and Low Class)
3. Monthly Household Income (MHI): Up to 2,400, 2,501-3,000, 3,001-4,000, 4,001-5,000, 5,001-6,000, 6,001-7,000, 7,001-8,000, 8,001-10,000, 10,001-12,000, 12,001-15,000, 15,001-20,000, 20,001-30,000, 30,001-40,000, 40,001-50,000, 50,001-Rs.100,000, Above Rs.100,000

Durable Ownership

8. Type of TV: Colour, BW, with or without remote

Vehicle Ownership

9. 2 Wheeler
10. 4 wheeler

Individual Criteria:

11. Gender: Male/Female
12. Age:
   a. User defined: From 4 To 100 yrs
13. Education
   a. Illiterate
   b. Schooling up to 4 yrs
   c. Schooling 5-9 yrs
d.  SSC / HSC  
e.  Some college but not graduate  
f.  Graduate/ post graduate – General  
g.  Graduate/ post graduate – Professional  

15.  Occupation  

Anyone  

16.  Occupation Status  

Anyone  

Taking into account some of possible guidelines to arrive at a robust methodology for a television rating system could include the following:  

- An appropriate combination of measurement techniques i.e. surveys, People meters or a combination thereof to be used.  
- All weighting or data adjustment procedures utilized by a rating agency in the process of converting basic raw data to rating reports needs to be based on systematic, logical procedures, consistently applied by the rating agency and defensible by empirical analysis.  
- Ratings are required to be technology neutral and capture data across multiple viewing platforms viz. cable TV, DTH, Terrestrial TV etc. On line platforms to be covered wherever feasible.  
- Rating agency should submit detailed methodology to the accrediting agency and also publish the same on its website.  
- In the event that a rating agency identifies an attempt to bias measurement results by a respondent’s submission of fabricated information, it should eliminate such cases from analysis. In the event that such cases have been
included in published data, the agency may be required to assess the effect on results and notify the users about the same along with indication of its practical significance.

• Any shortcomings, deficiencies, limitations in the rating system needs to be clearly disclosed in the rating reports and also brought to the notice of users of the rating system.

• The procedure adopted for selection of the panel households and the rotation of the panel households should be made transparent.

• Geographic representation should be provided in proportion to the TV viewing population. The panel should be based on distribution of target viewership for a particular segment like age group, socio-economic class, gender, working status, multiple delivery platforms, all states, urban & rural markets. It should be updated once in 6 months to reflect the developments taking place in the delivery platforms, growth in viewership etc.

• A minimum panel size for providing the rating results may be mandated, which can progressively be increased in steps to the desired panel size.

• For selecting the sample homes a large scale establishment survey will be carried out. The household sample covered through this survey should be large enough to remain representative of all television households in the country. The establishment survey should be carried out periodically to reflect changes in growth of TV homes, changes in demographics, growth in new delivery platforms like internet, variations of growth across markets, etc.

• A certain percentage of the panel homes should be rotated every year. The rotation should be in such a manner that older panel homes are removed first while maintaining the representativeness of the sample.
• Rating agency should not include any office, employee or any other member, of broadcasters, advertisers and advertising agencies, in audience measurement sample.

• Secrecy of the panel households should be maintained.

• Privacy of panel households should be maintained.
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