



सत्यमेव जयते

सुधीर गुप्ता

SUDHIR GUPTA

सचिव / Secretary

भारतीय दूरसंचार विनियामक प्राधिकरण

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,

(पुराना मिनटो रोड), नई दिल्ली-110002

TELECOM REGULATORY AUTHORITY OF INDIA

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D.O. No.: 21-3/2016-B&CS

Dated: 15th September, 2016

Dear *Sh. Mittal*

The importance of a credible, transparent and representative radio audience measurement system for generation and publication of radio ratings is recognized world over. The present system of radio audience measurement in India appears to have certain deficiencies that have been highlighted by stakeholders at various forums. Continuance with an inadequate radio audience measurement system is likely to hamper the growth of radio industry as financial decisions are largely influenced by radio ratings. Therefore, a need was felt to prescribe a transparent, credible and acceptable framework for the radio audience measurement.

2. In this connection, TRAI had *suo-motu* issued a consultation paper on "Issues related to Radio Audience Measurement and ratings in India" on 15th March 2016, seeking comments/views of the stakeholders. Subsequently, TRAI held an Open House Discussion in Delhi on 18th May 2016.

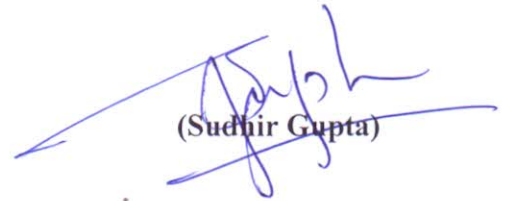
3. Based on the comments of the stakeholders received during the above mentioned consultation process and its own analysis, the Authority has finalised its recommendations which are enclosed herewith.

4. As per the practice, a copy of this letter, along with recommendations, is being placed on the website of TRAI www.traigov.in.

with Regards,

Yours sincerely,

Encl : as above


(Sudhir Gupta)

Shri Ajay Mittal,
Secretary,
Ministry of Information and Broadcasting,
'A' Wing, Shastri Bhawan,
New Delhi - 110001