Television Rating Policy, 2026

***Prelims:** Current events of national and international importance | Government policies and interventions*

Why in News?

Television Rating Policy, 2026, recently notified by the Ministry of Information & Broadcasting.

- It replaces the 2014 guidelines.
- The major reforms introduced under the policy include the following:
  - Reduction of net worth criteria from Rs. 20 Crores to Rs. 5 Crores;
  - Technology-neutral audience measurement across multiple platforms, including connected TVs and TV channels available on OTT Platforms;
  - Increased sample size by expansion of metered homes from 50,000 to 80,000;
  - Periodic establishment surveys every 3 years;
  - Exclusion of landing page in computation of viewership data;
  - Annual independent audits; and
  - A graded penalty framework for non-compliance.
- The Television Ratings Policy, 2026, places **no restriction on the number of agencies** that may be registered to provide TV rating services.

Reference

PIB | Television Rating Policy, 2026