

BARC India files FIR in Hyderabad; 7 people detained

The charge sheet was filed by West Marredpally Police Station, Hyderabad.

Mumbai, November 29

Post taking a tough action against the accused involved in TV ratings (TRP) manipulation in, Karnataka, Madhya Pradesh and Assam in 2018-2019, thanks to its Vigilance Team, BARC India had successfully filed FIR at West Marredpally Police Station, Hyderabad against the accused in Telangana. The accused were connected with two channels in Andhra Pradesh and Telangana region.

This is the first time that a charge sheet has been filed against the accused involved in TV ratings manipulation in the state of Telangana.

During the investigation, the Police took a note of influencing and tampering the viewership of BARC household where meters are installed which is used to capture and report TV ratings and thereby causing losses to the TV industry. Based on the detailed investigation, police had apprehended and interrogated the accused of their role in TV ratings manipulation. The charge sheet was filed by the investigating officer before Hon'ble Metropolitan Magistrate, Secunderabad, which prima facie makes out a case against the accused.

The charge sheet states that acts of the accused are offence under Sec 406, Sec 420 r/w Sec 34 of IPC.

Advertising is a major source of revenue for the TV industry and TV viewership data (TRP ratings) provided by BARC India acts as the currency for advertisers. Hence some channels with vested interest use these means to boost their ratings.