

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:1615  
ANSWERED ON:11.12.2003  
REVENUE FROM ADVERTISEMENTS FOR PAY CHANNELS  
MAHESHWAR SINGH;PUTTASWAMY GOWDA;SURESH CHANDEL

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether pay channels on one hand earn money from the advertising agencies and on the other hand charge money from the viewers through cable operators also;
- (b) if so, the reasons therefor;
- (c) whether the Government propose to bring a law to redefine rules on revenue from advertisements for all pay channels;
- (d) if so, the details thereof; and
- (e) if not, the other action contemplated/proposed to be contemplated by the Government in this regard?

**Answer**

THE MINISTR OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

- (a) & (b): The provisions contained in the Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder do not deal with this aspect.
- (c), (d) & (e): The matter of regulation of advertisement of pay channels is under examination.