

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

UNSTARRED QUESTION NO:330
ANSWERED ON:02.08.2011
INDIAN BROADCASTERS IN USA MARKET
Mitra Shri Somendra Nath

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

- (a) Whether the Indian Broadcasters are facing difficulties in entering into the USA market;
- (b) if so, the reasons therefor;
- (c) whether the Government proposes to facilitate Indian Broadcasters in getting into the USA markets by raising those issues in various bilateral forum of India and USA; and
- (d) if so, the details alongwith the outcome thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a) to (d) Indian Broadcasters have been representing to this Ministry about many trade barriers being faced by them in starting broadcasting operations in US because of the present US Regulations. It has been pointed out that the prescribed foreign direct investment levels are low, that there is a lot of subjectivity in interpretation of various provisions while granting permissions/clearances, that the terms and conditions imposed by the dominant operators for carriage of content of foreign broadcasters are unequitable and unreasonable making the business operations unviable.

The Ministry has been taking up these issues for discussions in the Indo-US ICT Working Group meetings which are held every six months. The representatives of Broadcasters have also been allowed to make presentations during these meetings which inter-alia are also attended by the representatives from the Federal Communications Commission and United States Trade Representative officials. Documents have also been exchanged between the two sides for better clarity in understanding the US Law. The issue continues to be flagged in these meetings for a review of relevant US Laws/Regulations/Policies so that the grievances of the Broadcasters are addressed.