

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

UNSTARRED QUESTION NO:4270  
ANSWERED ON:20.12.2011  
EMMC FOR MONITORING TV CONTENT  
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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government has set up Electronic Media Monitoring Centre (EMMC) to monitor the content of private satellite TV channels;
- (b) if so, the details thereof; and
- (c) the number of channels monitored by EMMC during each of the last three years and the current year, channel-wise?

**Answer**

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

(a) & (b): The Government has set up an Electronic Media Monitoring Centre (EMMC) to monitor content telecast by private satellite television channels on a 24x7 basis with a view to keeping a watch on violations of Programme and Advertising Codes laid down in the Cable Television Networks (Regulation) Act, 1995.

(c): During June 2008 to October 2009, 100 channels used to be recorded and 30 channels monitored. During November, 2009 to December, 2010, 150 channels were recorded and while initially 70 channels were monitored, later 100 channels were monitored. During January 2011 onwards, 300 channels are being recorded and 178 channels monitored. Channels are periodically rotated for the purpose of monitoring, therefore the list of channels being monitored varies from time to time.