

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

STARRED QUESTION NO:312
ANSWERED ON:19.03.2013
GUIDELINES TO OPERATE NEW TV CHANNELS
Scindia Smt. Yashodhara Raje

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

- (a) the number of TV channels operating in the country, as on date, language-wise;
- (b) the norms/guidelines laid down for grant of permission to establish, maintain and operate new TV channels;
- (c) whether the Government proposes to amend the existing policy guidelines to regulate/operate TV channels in the country;
- (d) if so, the details thereof and the reasons therefor; and
- (e) the time by which the existing guidelines/norms are likely to be amended?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) to (e) A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 312 FOR ANSWER ON 19.03.2013

(a) to (e) : The Ministry has permitted 833 private satellite Television channels as on date. Permissions are granted for uplinking and downlinking in multiple Indian languages. In addition, the Ministry also grants downlinking permission to foreign channels uplinked from abroad in foreign languages. Permissions for private satellite TV channels are granted in accordance with the eligibility criteria laid down in the policy Guidelines for Uplinking of TV channels from India and the policy Guidelines for Downlinking of TV channels in India. These guidelines, inter-alia, include separate eligibility criteria for Non News and Current Affairs channels and News and Current Affairs channels , period of permission , terms and conditions of permission , permission fee, renewal of permission, etc. A brief of eligibility criteria for grant of permission for operating private satellite TV channels is placed at Annexure. Detailed guidelines are available at www.mib.nic.in.

The Ministry has amended the policy guidelines for uplinking and downlinking on 5.12.2011. There is no proposal under consideration of the Ministry to further amend these guidelines.

ANNEXURE

ANNEXURE AS REFERED TO IN REPLY TO PART (a) to (e) OF LOK SABHA STARRED QUESTION NO.312 FOR ANSWER ON 19.03.2013

Eligibility criteria for grant of permission for operating private satellite TV channels

A. Eligibility criteria for obtaining permission to uplink News & Current Affairs TV channel.

Applicant must be a company registered in India under the Companies Act, 1956.

Foreign Direct Investment (FDI) shall not exceed 26% of the Paid-up Equity of the applicant company.

Largest Indian shareholder should hold 51% of total equity.

Net Worth of the applicant company shall be Rs.20.00 Cr. for first channel and Rs.5.00 Cr. for each additional channel.

At least 3/4th of the Directors on the Board of Directors of the company and all key Executives and Editorial staff shall be resident Indians.

The representation on the Board of Directors of the company shall as far as possible be proportionate to the shareholding.

At least one of the persons occupying a top management position in the applicant company should have a minimum 3 years of prior experience in a top management position in a media company (or media companies) operating News and Current Affairs TV channels.

B. Eligibility criteria for obtaining permission to uplink Non-News & Current Affairs TV channel from India .

Applicant must be a company registered in India under the Companies Act, 1956.

The applicant company, irrespective of its ownership, equity structure or management control, would be eligible to seek permission.
Net Worth Requirement of the applicant company shall be Rs. 5.00 Cr for first channel & Rs.2.50 Cr. for each additional channel.
At least one of the persons occupying a top management position in the applicant company should have a minimum 3 years of prior experience in a top management position in a media company (or media companies) operating Non-News and Current Affairs TV channels.

C. Eligibility criteria for obtaining permission/registration to downlink TV channel in India.

The Applicant Company applying for permission for downlinking a channel, uplinked from abroad, must be a company registered in India under the Indian Companies Act, 1956, irrespective of its equity structure, foreign ownership or management control.

The applicant company must have a commercial presence in India with its principal place of business in India.

The applicant company must either own the channel it wants downlinked for public viewing, or must enjoy, for the territory of India, exclusive marketing/ distribution rights for the same, inclusive of the rights to the advertising and subscription revenues for the channel and must submit adequate proof at the time of application.

In case the applicant company has exclusive marketing / distribution rights, it should also have the authority to conclude contracts on behalf of the channel for advertisements, subscription and programme content.

The applicant company should have a minimum net worth as prescribed below:

Sl.No.	Item	Required Net Worth
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1.	For Downlinking of First (Non-News or News & Current Affairs) Television Channel	Rs. 5.0 crore
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2.	For Downlinking Each Additional Television Channel	Rs. 2.50 crore
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At least one of the persons occupying a top management position in the applicant company should have a minimum 3 years of prior experience in a top management position in a media company (or media companies) operating News and Current Affairs / Non-News and Current Affairs Television Channels as the case may be.