

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

UNSTARRED QUESTION NO:5559  
ANSWERED ON:30.04.2013  
COMMERCIALISATION IN BROADCASTING SECTOR  
Maadam Shri Vikrambhai Arjanbhai

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

- (a) whether it is a fact that the information and broadcasting sector in the country has been turned into a source of getting financial benefits by its complete commercialisation;
- (b) if so, the reaction of the Government thereto;
- (c) whether paid news and commercialisation have put a question mark on the authenticity of this sector; and
- (d) if so, the reaction of the Government thereto?

**Answer**

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

(a) to (d) There have been media reports that sections of the electronic and print media have received monetary considerations for publishing or broadcasting in favour of particular individuals or organizations or corporate entities. Government is concerned about 'Paid News' as it influences the functioning of a free press.

The Press Council of India (PCI) has also studied the phenomenon and has released its 'Report on Paid News'. The Election Commission of India, has strongly condemned the publication of paid news on various occasions as it adversely affects the level playing field during elections, circumvents the election expenditure laws and causes undue influence on voters.