

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

UNSTARRED QUESTION NO:5716

ANSWERED ON:30.04.2013

TECHNO COMMERCIAL REGULATOR FOR BROADCASTING SECTOR

Naik Dr. Sanjeev Ganesh;Patil Shri Sanjay Dina ;Sule Supriya ;Thamaraiselvan Shri R.

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

- (a) whether the Government proposes to create a separate techno-commercial regulator for the broadcasting sector;
- (b) if so, the details thereof and the major functions proposed for the said regulator;
- (c) whether the Government has any advertising policy for TV channels in the country;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor and the steps proposed to be taken by the Government in this regard?

Answer

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

(a) to (e): The Ministry had formulated a draft Broadcasting Service Regulation Bill for ensuring orderly growth of Broadcasting Services in 2007. However, concerns were expressed by various sections in the media with respect to the need, scope, functional and financial autonomy and independent functioning of the proposed regulator. The Ministry had constituted a Task Force in the Ministry in 2009 to evolve a consensus amongst stakeholders on the issue. However, there were a spectrum of views and opinions which emerged during the consultation process. Meanwhile, the News Broadcasters Association (NBA) and Indian Broadcasting Foundation (IBF) have set up self regulatory mechanisms for regulating News and general entertainment channels through the News Broadcasting Standards Authority (NBSA) and Broadcasting Content Complaints Council (BCCC) respectively. It has been suggested to the stakeholders that, given the expansion in the broadcasting space, over the past two decades since its liberalization, perhaps the time has come for them to deliberate and evolve a consensus among themselves on the need and the requirement to have an independent regulator on the techno-commercial side.

There is no pre-censorship of the programmes being telecast on TV channels. However, the Broadcasters are required to comply with Programme Code and Advertising Code enshrined under Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Advertising Code lays down entire gamut of principles to be adhered to while telecasting advertisements on the Television network. The details of Advertising Code are available at www.mib.nic.in.