

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 1029
(TO BE ANSWERED ON 08.02.2022)**

GUIDELINES FOR PRIVATE TV CHANNELS

1029. SHRI G.M. SIDDESHWAR

Will the Minister of Information and Broadcasting be pleased to state:

- (a) Whether the Government has decided to notify new up linking and down linking guidelines for private TV channels;
- (b) if so, the details thereof;
- (c) whether the Government held several consultations with Over the Top (OTT) platforms and Internet And Mobile Association of India (IAMAI) following complaints; and;
- (d) if so, the details of the outcome of the consultations held and the extent to which Television Rating Points (TRPs) and OTT issues likely to be resolved?

ANSWER

THE MINISTER OF INFORMATION & BROADCASTING; AND MINISTER OF

YOUTH AFFAIRS & SPORTS

{ SHRI ANURAG SINGH THAKUR }

- (a) and (b): No decision has been taken by this Ministry regarding notification of new uplinking and downlinking guidelines for private TV channels.

(c) and (d): The Government received several representations regarding content of programmes on Over-the-Top (OTT) platforms and held several consultations with the OTT players, including with the Internet and Mobile Association of India (IAMAI) during 2019 and 2020. The Government has notified Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, on 25th February, 2021 under Information Technology Act, 2000. Part-III of the Rules, inter- alia, provide for Code of Ethics to be followed by publishers of online curated content (OTT Platforms).

The Rules also provide for a three-level Grievance Redressal Mechanism to look into complaints/grievances relating to the violation of Code of Ethics.

Regarding Television Rating Points (TRPs), Broadcast Audience Research Council (BARC) has apprised this Ministry that for strengthening of the procedures for a credible and transparent rating system it has taken a number of steps like improving its corporate governance, revision of its processes, protocols, oversight mechanism, revamping & tightening of access protocols for data etc. A permanent Oversight Committee has also been formed.
