

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (DR. S. JAGATHRAKSHAKAN) : (a) and (b) The Ministry of Information and Broadcasting has executed its Plan Scheme under the Eleventh Five Year Plan for "Production of Feature Films in various regional languages" through NFDC which aims at promoting new talent and production of films in all Indian languages including Telugu.

During the Cannes International Film Festival-2011, NFDC on behalf of the Ministry of Information and Broadcasting, introduced and showcased 6 emerging filmmakers from India. Shri Sekhar Kammula, from the Telugu Film Industry was a part of this team of emerging young filmmakers from India for promoting Indian Films abroad.

Regulation of print media

3318. SHRI A. ELAVARASAN : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether the Panel commissioned by the Ministry proposed to bring the print media under the relevant regulator to check the growing instances of cross-media ownership resulting in accumulation of interests in the hands of a few;

(b) if so, the details thereof;

(c) whether the panel also mooted for changes in the legal framework to allow Telecom Regulatory Authority of India (TRAI) and the Competition Commission of India to work together to deal with all instances of violation of cross-media ownership norms;

(d) if so, the details thereof; and

(e) whether, under the proposal, TRAI and TDSAT would work at the ownership of print media also?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA) : (a) and (b) Ministry of Information and Broadcasting commissioned a study on Cross-Media ownership which was conducted by the Administrative Staff College of India (ASCI), Hyderabad. The study recommended *inter alia* that a convergence regulator to cover all media across print, broadcasting and telecom must be established and in view of the emerging convergence, such regulatory framework must be aligned to address competition concerns across the media spectrum. TRAI has also made recommendations on the issues relating to cross-media ownership and has recommended that necessary safeguards should be put in place to ensure that plurality and diversity are maintained across the three media segments of print, television and radio.

(c) and (d) The study by ASCI recommended that there was a need for appropriate coordination mechanisms between the Competition Commission and the sector regulator and as far as possible, the relationship between the two in terms of jurisdiction, consultation and coordination procedures should be governed by law.

(e) The TRAI, in regard to concentration of control/ownership across media has recommended that the merger and acquisition guidelines for the sector may be issue to prevent media concentration and creation of significant market power.

Foreign investment in broadcasting sector

3319. SHRI ANIL MADHAV DAVE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether foreign investment has been permitted in broadcasting sector and if so, the percentage of foreign investment in country's broadcasting sector; and

(b) whether Government proposes to increase investment in broadcasting sector, and if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA) : (a) The existing percentage of FDI in the broadcasting sector is given in Statement (*See below*).

(b) The Ministry is proposing to enhance FDI limits in various segment of broadcasting sector, as per the recommendations of TRAI. These, *inter-alia*, include uniform FDI limit of 74% for all carriage services, including, Direct-to-Home (DTH), Internet Protocol Television (IPTV), Mobile TV, Headend-In-The-Sky (HITS) and Teleport services; 74% FDI limit for Multi System Operators (MSOs) in the cable sector taking up digitalization with addressability; 49% FDI limit for Local Cable Operators; 100% FDI for uplinking of non-news and current affairs channels and downlinking of TV channels and 26% for news and Current Affairs TV Channels. It is also proposed to permit FDI up to 49% through automatic route for all carriage services. For content services such as uplinking, downlinking and FM radio, no automatic route is allowed. The Ministry, in consultation, with TRAI has also formulated certain terms and conditions to take care of security related and other concerns in view of the proposed enhanced FDI levels.

Statement

The Existing Percentage of FDI in Broadcasting Sector

Sl.No.	Segment	Existing FDI Limit
1	2	3
1.	Terrestrial Broadcasting FM (FM Radio)	26%