

Year	Number of advertisements published/issued during the last three years:	
	Print Media	Audio-Visual Media
2009-10	218	12
2010-11	72	5
2011-12	81	6

Cable rules for digitization

2377. SHRI A. ELAVARASAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Ministry has come out with new cable rules under which Multi-System Operators (MSOs) and Local Cable Operators (LCOs) can lose their licence if they fail to provide the date of digitization sought by Government;

(b) if so, the details thereof;

(c) whether the new rules had been framed as MSOs and LCOs were not providing consistent information about installation of set top boxes which is an aspect crucial for its drive to digitalise the cable T.V. sector; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) The Government *vide* its notification No. S.O. 1521(E) dated 6th July, 2012 has made rules to further amend the Cable Television Network Rules, 1994 by inserting a new rule 10A, namely:

"10A. Obligation to furnish information. – (1) Every Multi-System Operator and cable operator shall be bound to give such information as may be sought for by the Central Government or the State Government or any agency authorized by the Central Government or authorized officer, as the case may be, within such period and in such form as may be specified by such Government or agency or officer.

(2) The authorized signatory of the Multi-System Operator or cable operator providing the information sought for under sub-rule (1) shall also be required to affirm as to the correctness and truthfulness of the information so provided."

The obligation to furnish information under the amended rule 10A has been incorporated as one of the terms and conditions of registration of cable operator under Rule 5A and MSOs under rule 11D.

(c) and (d) The Government has set up a Task Force for implementation of Digital Addressable System (DAS), which has been planned in a phased time bound manner with sunset date for complete switch off of analogue services by December, 2014. The Task Force in its various meetings has been constantly monitoring the progress of implementation of DAS as also the pace of seeding of STBs in the four metros and has been interacting with all concerned stakeholders to ensure implementation of DAS in the four metros by 31.10.2012. In this regard, the credibility of the information provided by the MSOs and LCOs as also its timely submission is of paramount importance. Therefore, in order to ensure that the information sought by the Government is accurate and timely the Cable Television Networks Rules, 1994 have been amended *vide* notification dated 6th July, 2012 to ensure smooth implementation of DAS within the stipulated time-frame.

Comprehensive media policy

2378. SHRIMATI RENUKA CHOWDHURY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government with a view to integrate all segments, is coming up with a comprehensive media policy;

(b) if so, the details thereof; and

(c) the views expressed by the Press Council of India in this regard and the recommendations made thereon?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI CHOUDHURY MOHAN JATUA): (a) and (b) At present there is no such proposal under consideration of the Government. However, the National Innovation Council, as part of their initiative to create an institutional framework for innovation in Government, has facilitated the setting up of Sectoral Innovation Councils in different sectors of the Union Government. The Sectoral Innovation Council (SInC) for the Ministry of Information and Broadcasting, while submitting its report, has recommended that a need has been felt for a comprehensive policy that integrates all existing media segments; addresses the emergent issues; adjusts the regulating directions to the new ground reality. Hence, the Government should bring out a National Media Policy that address the new media landscape and changing societal need.