

- In the present emerging scenario more and more broadcasting companies owning television channels are venturing into various distribution platforms, namely Cable TV distribution, DTH and IPTV etc. Similarly many companies owning distribution platforms are also entering into television broadcasting. This type of vertical integration can seriously affect competition and promote monopolistic practices. Therefore, there is a need to address such vertical integration. TRAI may suggest measures that can be put in place to address vertical integration in order to ensure fair growth of the broadcasting sector.
- In another scenario companies have controls/ownerships across Print, TV and Radio leading to horizontal integration. At present there is no restriction for a company to have ownership across Radio, Television and Print mediums. Such a situation may prevent plurality of news and views and, in turn, may have several implications including ensuring quality services at reasonable prices. TRAI may also look at this issue and suggest appropriate measures in this regard.

National anthem in movie theatres

2236. SHRI BHUBANESWAR KALITA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether it is a fact that the National Anthem was sung in movie theatres and other programmes;
- (b) whether this practice, which has been discontinued, needs to be revived in all movie halls as this would create the feeling of nationalism; and
- (c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARD): (a) to (c) Prints of films on National Anthem produced by Films Division, Ministry of Information and Broadcasting are distributed to cinema theatres on their request. The central government under the Cinematograph Act, 1952, certifies films for exhibition throughout the country. However, movie theatres are regulated by the license conditions of the respective state Governments. Short National Anthem films are screened in some states.