

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 1507
(TO BE ANSWERED ON 08.03.2021)**

GUIDELINES FOR PRIVATE TV CHANNELS

1507. SHRI JYOTIRADITYA M. SCINDIA:

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

a) Whether Government has decided to notify new up linking and down linking guidelines for private TV channels;

b) If so, the details thereof;

c) Whether 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 to what extent Television Rating Points (TRPs) and OTT issues resolved?

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTRY OF
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
{SHRI PRAKASH JAVADEKAR}**

(a) to (b): The Government has decided to revise the Policy Guidelines for Uplinking and Downlinking of Private TV Channels for the purpose of reducing compliance burden, ease of doing business and rationalization /simplification of the Guidelines.

(c) to (d): The Government has held several consultations, including with Over the Top (OTT) platforms and Internet and Mobile Association of India (IAMAI).

The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rule, 2021

on 25th February, 2021, a copy of which is available on the website of

the Ministry i.e. www.mib.gov.in. The Rules inter- alia provide for the following: -

- i. Code of Ethics to be followed by digital news publishers and publishers of OTT content.**
- ii. A three-level Grievance Redressal Mechanism consisting of the publisher (Level-I), self-regulating body constituted by the publishers (Level-II), and an Oversight Mechanism of the Government (Level-III), with time bound grievance disposal mechanism.**
- iii. Furnishing of information by the publishers to the Government and periodical disclosure of information regarding grievance redressal in public domain.**

The Government has separately taken action on the matter relating to Television Rating Points (TRPs).