

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 2162
TO BE ANSWERED ON 16.12.2021

CATEGORIES OF VIEWERS OF ONLINE CURATED CONTENT

2162. SHRI JAWHAR SIRCAR

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

(a) whether it is feasible or possible to enforce the well-intentioned measure mentioned in the Code of Ethics under the IT Rules of 2011 that viewership of online curated content be categorised according to five age-groups, namely, 'universal', 'adults', 'under 7 years', 'above 13 years' and 'above 16 years'; and

(b) whether such a rule leaves producers and makers of such content vulnerable to harassment, prosecution and blackmailing ?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS**

(SHRI ANURAG SINGH THAKUR):

(a) & (b): Under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, notified on 25.2.2021 a publisher of online curated content (OTT Platform), is under obligation to adhere to the Code of Ethics specified therein, including self-classification of content in five age-based categories- U (Universal), U/A 7+, U/A 13+, U/A 16+, and A (Adult) in accordance with Guidelines in the Schedule to the Rules. Violation of the Code of Ethics is addressed through a three-tier grievance redressal mechanism viz.

- 1) Level-I- Publisher,**
- 2) Level-II- Self –Regulating Body of publishers and**
- 3) Level-III- Over Sight Mechanism of Central Government.**
