

**GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA**

**UNSTARRED QUESTION NO.1913  
TO BE ANSWERED ON 10/05/2016**

**MONITORING OF MEDIA AND ENTERTAINMENT INDUSTRY**

**1913. SHRI HARIVANSH**

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

- (a) whether Government is trying to strengthen the monitoring procedure in view of increasing dimensions of media and entertainment industry;
- (b) whether domestic companies are incurring losses due to increase in the limit of foreign capital investment; and
- (c) whether Government is contemplating to increase the limit of FDI in print and electronic media?

**ANSWER**

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]**

- (a) One of the 12th Plan Schemes of Ministry of Information & Broadcasting viz. “Strengthening of EMMC” envisages the augmentation in the monitoring capacity of Electronic Media Monitoring Centre (EMMC) to cover all satellite TV channels. As on 30th April, 2016, the total number of permitted channels is 885 out of which EMMC monitors 600 TV channels.

As far as FM Radio Broadcasting is concerned, the following monitoring mechanism is presently in place, as per clause 20.1 of the Policy Guidelines on expansion of FM Radio broadcasting services through private agencies (Phase-III). The company at its own cost has to :

- (i) Preserve the recordings of content broadcast by the Permission Holder for a period of three months from the date of broadcast and produce the same to the Government or its authorized representative, as and when required and

- (ii) Provide the necessary equipment, services and facilities at designated place(s) as may be required and shall pay such charges as may be required for continuous monitoring of the broadcast content by or under supervision of the Government or its authorized representative.
  - (iii) Provide the necessary equipment, services and facilities at designated place(s) for continuous measuring, recording and monitoring of prescribed technical parameters of broadcast as may be required and shall pay such charges as may be required for continuous monitoring of the broadcast services to Broadcast Engineering Consultants India Ltd (BECIL).
- (b) As media and entertainment industry is primarily driven by private sector, no such data is being maintained by the Government.
- (c) As far as Print Media is concerned, there is no change in the existing limit of foreign direct investment in the sector.

As per the existing print media policy, foreign investment up to 100% is allowed in the non-news, i.e. specialty/technical/scientific sector of the print media whereas foreign investment up to 26% is allowed in the Indian entities publishing Indian edition of foreign magazines dealing with news and current affairs. Foreign investment up to 26% is allowed in the Indian entities publishing newspapers & periodicals, dealing with news and current affairs and facsimile edition of foreign newspapers. However, foreign investment up to 100% is allowed in case of foreign publishing house bringing out facsimile edition of their own newspapers through wholly owned subsidiary.

As far as Electronic Media is concerned, Government has liberalized the FDI Policy in Broadcasting Sector vide Press Note No. 12 (2015 Series) dated 24.11.2015. Details are annexed.

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## ANNEXURE

### **ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF THE RAJYA SABHA UNSTARRED QUESTION No. 1913 FOR ANSWER ON 10/05/2016 REGARDING “MONITORING OF MEDIA AND ENTERTAINMENT INDUSTRY”.**

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As per Press Note No. 12 (2015 Series) dated 24.11.2015, the FDI Policy for Broadcasting Sector is as under:

<b>Sector/Activity</b>	<b>Foreign Investment Cap</b>	<b>Entry Route</b>
6.2.7.1.1 (1) Teleport (Setting up of up-linking HUBs/Teleports); (2) Direct to Home (DTH); (3) Cable Network (Multi System Operators (MSOs) operating at National or State or District level and undertaking up-gradation of network towards digitization and addressability); (4) Mobile TV; (5) Headend-in-the-Sky Broadcasting Services (HITS)	100%	Automatic up to 49% Government route beyond 49%
6.2.7.1.2 Cable Networks (Other MSOs not undertaking up-gradation of network towards digitalization and addressability and Local Cable Operator (LCOs)	100%	Automatic up to 49% Government route beyond 49%
6.2.7.2.1 Terrestrial Broadcasting FM (FM Radio), subject to such terms and conditions, as specified from time to time, by Ministry of Information and Broadcasting, for grant of permission for setting up of FM Radio Stations.	49%	Government
6.2.7.2.2 Up-linking of ‘News & Current Affairs’ TV Channels,	49%	Government
6.2.7.2.3 Up-linking of ‘Non-News & Current Affairs’ TV Channels, Down-linking of TV Channels	100%	Automatic

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