

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 1848
(TO BE ANSWERED ON 22.12.2022)

INDIA AS AN UP-LINKING HUB

1848. Shri V. VIJAYASAI REDDY:

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

- a) whether deregulation of up-linking of satellite TV channels and allowing neighboring countries to use India as an up-linking hub will generate significant revenue;
- b) if so, the details of the initiatives being undertaken to make India an up-linking hub and the progress made in this regard;
- c) whether Government is developing a direct-to-mobile broadcasting platform in collaboration with IIT Kanpur with the aim of increasing TV content consumption over mobile; and
- d) if so, the details of the progress made and the timeline of its release?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER
OF YOUTH AFFAIRS AND SPORTS
{SHRI ANURAG SINGH THAKUR}**

(a) and (b): Yes, under clause 33 of the Policy Guidelines for Uplinking and Downlinking for Satellite TV channels in India, 2022, a channel owned by a foreign company/ entity is allowed to uplink its content for being downlinked and viewed outside India by using the facility of a permitted teleport operator. Such foreign TV channels are allowed to uplink from Indian teleport on payment of Annual Permission Fee enhancing business opportunity for teleport operators, enabling earning of foreign exchange and thus, making India an uplinking hub.

(c) and (d): Prasar Bharti has entered in Memorandum of Understanding with IIT Kanpur for exploring the Direct- to- Mobile (D2M) broadcast technology /Next Generation Broadcast solution. In this regard, a conclave was organized on 01.06.2022 wherein IIT Kanpur released a white paper and presented live demonstration of the technology.

A live PoC testing site has been established in Bengaluru to test the technology in live environment.
