

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 240
TO BE ANSWERED ON 08.12.2022**

ADVERTISEMENT TO PROMOTE ONLINE GAMES

240. SHRI ANIL DESAI:

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

- a) whether Government is aware about the harmful effect of online gaming advertisements on social media, newspaper and tv channels;**
- b) whether Government is also aware that the attraction of these online games is most harmful to our children and other people;**
- c) whether Government has tried to regulate these advertisements to save people from its harmful effects; and**
- d) if so, the details thereof and action that has been taken against any such advertisements?**

ANSWER

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

(SHRI ANURAG SINGH THAKUR):

(a) to (d): The Ministry of Information and Broadcasting issued an advisory to private satellite TV channels on 04.12.2020 to comply with guidelines of Advertising Standards Council of India (ASCI) on advertisements related to online gaming and for carrying certain disclaimers etc. to protect consumer and inform them regarding financial risks and other factors involved in online gaming. Another advisory dated 13.6.2022 was issued to newspapers, private satellite TV channels, online advertisement intermediaries, social media intermediaries and digital news publishers not to display or target advertisements of online betting platforms for Indian audiences. Another advisory dated 03.10.2022 was issued to publishers of news and current affairs on digital media and OTT platforms advising them to refrain from displaying advertisements of online betting platforms and/or their surrogate news websites or products/services.

For print media Press Council of India has framed norms under “Norms of Journalistic Council” advising print media to refrain from publication/dissemination of illegal and misleading advertisements.

Central Consumer Protection Authority under Ministry of Consumer Affairs has issued “Guidelines for Prevention of Misleading Advertisement Rules, 2022” vide notification dated 09th June 2022 which inter-alia prescribe conditions to be adhered to in respect of advertisements targeting children and advertisement prohibited by law.

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