

GOVERNMENT OF INDIA

MINISTRY OF INFORMATION & BROADCASTING

RAJYA SABHA

UNSTARRED QUESTION No. 2162

(TO BE ANSWERED ON 09-08-2024)

IMPACT OF OTT PLATFORMS ON CABLE TV SUBSCRIBERS

2162. Ms. Dola Sen:

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

- (a) whether it is a fact that there has been a decline in cable TV subscribers due to advent of Over-The-Top (OTT) platforms;
- (b) if so, the details of the decline in subscription of cable TV, State-wise;
- (c) whether Government has taken steps to bridge the content flexibility disparity between OTT and Cable TV;
- (d) if so, the details thereof;
- (e) whether Government is planning to revise the Cable TV regulations in the light of rising OTT subscription; and
- (f) if so, the details thereof, if not, the reasons therefor?

ANSWER

**THE MINISTER OF STATE OF INFORMATION AND BROADCASTING, AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) and (b): Number of cable TV subscribers has shown decline over successive years from 103 million in March 2020 to 64 million in March 2023, excluding DTH and free Dish subscribers as mentioned in the Annual Reports of the Telecom Regulatory Authority of India.

The decline may be partly attributable to the advent of Over-The-Top (OTT) platforms.

(c) and (d): Over-the-Top (OTT) platforms are regulated as per the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, while cable TV is governed by the Cable Television Networks (Regulation) Act, 1995 and the Telecom Regulatory Authority of India (TRAI) Regulations.

(e) and (f): Government is guided by a differentiated approach for content regulation on OTT platforms and cable TV networks as the content in the former is consumed on-demand basis whereas in the latter, it is in a linear manner.
