

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 2961
TO BE ANSWERED ON 20.12.2024**

CONTENT AIRED ON OTT PLATFORMS

2961 SHRI G.K. VASAN:

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

(a) whether it has come to the notice of Government that some of the content aired on OTT platforms may not be suitable for family viewing;

(b) if so, the steps taken to discourage broadcasters from airing such content; and

(c) the steps taken to educate viewers about the appropriateness of content for watching under different environments?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (DR. L. MURUGAN):

(a) to (c): The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (IT Rules, 2021) on 25th February, 2021 under Information Technology Act, 2000. Part-III of these Rules, administered by the Ministry of Information and Broadcasting, provides for a Code of Ethics for publishers of online curated content (OTT platforms) which, inter alia, require the publishers not to transmit any content which is prohibited under any law for the time being in force and to undertake age based self classification of content into 5 categories, based on general guidelines provided in the Schedule to the Rules. The OTT platforms are also required put in place adequate safeguards for restricting age-inappropriate content for children with adequate access control measures.

In order to enable the user to make an informed decision and exercise discretion before watching a programme, the Code of Ethics provides that the OTT platforms will prominently display the classification specific to each content or programme, together with a content descriptor, at the beginning of every programme.
