

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
RAJYA SABHA
UNSTARRED QUESTION NO. 1528
TO BE ANSWERED ON 01.08.2025

SELF-REGULATION AND CONTENT CERTIFICATION SYSTEM FOR DIGITAL MEDIA

1528. SHRI TEJVEER SINGH:

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

- (a) the number of digital news platforms and OTT service providers registered under the recently implemented self-regulatory framework for such platforms;
- (b) whether any independent monitoring committee is reviewing the content published by these platforms;
- (c) whether a unified digital portal or mobile application has been launched to enable content consumers to lodge complaints; and
- (d) whether the said framework has been designed keeping in view child protection, cultural values and public order?

ANSWER

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

(a) to (d): The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 on 25.02.2021 under IT Act, 2000.

- Part-III of the rules provides for a Code of Ethics for digital news publishers and publishers of online curated content (OTT platforms).
- OTT platforms are under obligation to not transmit any content which is prohibited by law for the time being in force.
- General guidelines in the Schedule to the Rules state that language, dialects, idioms, and euphemism differ across regions and cultures, and this should be considered while classifying a work into a particular category.
- OTT platforms are required to undertake age-based self-classification of content, based on general guidelines provided in the Schedule to these Rules.
- Publishers to put in place adequate safeguards for restricting age-inappropriate content for children with adequate access control measures.
- Complaints relating to violation of the Code of Ethics are addressed under the provisions of the three-tier grievance redressal mechanism.

Since the notification of these Rules, over 4,300 Digital News Publishers and OTT Platforms have furnished their information to the Government.
