

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 1694
TO BE ANSWERED ON 28/12/2017**

MONITORING OF CONTENTS BROADCAST ON TV CHANNELS

1694. DR. P. K. BIJU.:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has set up any mechanism to monitor the contents broadcast on TV channels in the country;
- (b) if so, the details of this mechanism and the system put in place to monitor the contents through the same;
- (c) whether any norms have been fixed for broadcasting contents in the country;
- (d) if so, the details thereof ; and
- (e) whether the basis for fixation of these norms have been selected and if so, the details thereof?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]**

(a) to (e): Yes, Madam. The Government has established Electronic Media Monitoring Centre (EMMC) to monitor the content in electronic media. The Centre has been mandated to monitor content telecast on private TV channels and report any violation of Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994 framed thereunder, observed or reported to the Ministry. As of now, EMMC does content acquisition of 798 channels for monitoring. Besides this, EMMC also monitors channels for particular live events as per Ministry's temporary uplinking permissions, issued from time to time.

All programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are regulated under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any programme and advertisement telecast on such TV channels. However, it prescribes that all programmes and advertisements telecast on such TV channels should be in conformity with the prescribed Programme Code and Advertising Code enshrined in the said Act

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and the rules framed thereunder, which contain a whole range of parameters to regulate programmes and advertisements. The said Codes are available on this Ministry's website i.e. www.mib.nic.in .

An Inter-Ministerial Committee (IMC) has been set up in the Ministry to look into the specific complaints or suo-motu take cognizance of violation of Programme and Advertising Codes. The IMC has representatives from the Ministries of Home Affairs, Defence, External Affairs, Law, Women and Child Development, Health & Family Welfare, Consumer Affairs, Information & Broadcasting and a representative from the industry in Advertising Standards Authority of India (ASCI). Apart from this, the Ministry has also issued directions to States to set up District level and State level Monitoring Committees to regulate content telecast on cable TV channels and private FM Channels and CRS Channels.

Government encourages self-regulation in broadcasting industry. The following are the self-regulatory mechanisms established by industry bodies which deal with complaints about programmes and advertisements on TV channels:

- (i) News Broadcasters Association (NBA) – a representative body of news and current affairs TV channels has set up News Broadcasting Standards Authority (NBSA), headed by retired Supreme Court / High Court judge, to consider complaints against or in respect of broadcasters relating to content of any news and current affairs telecast on TV channels.
- (ii) Indian Broadcasting Foundation (IBF), which is a representative body of non-news & current affairs TV channels, has set up Broadcasting Content Complaints Council (BCCC) headed by retired Supreme Court / High Court judge to examine the complaints relating to content of television programmes.
- (iii) Advertising Standards Council of India (ASCI), established in 1985, has set up Consumer Complaints Council (CCC) to consider complaints in respect of advertisements.

It is further stated that Hon'ble Supreme Court of India in a judgement delivered on 12.1.2017 with regard to WP No.1024 of 2013 in the case of Common Cause vs UOI, has acknowledged the existing mechanism.
