

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

**LOK SABHA
UNSTARRED QUESTION NO. 1759
TO BE ANSWERED ON THE 28.12.2017**

RELEASE OF FILM PROMOS

1759: SHRI PINAKI MISRA

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether any rule has been amended in the recent past to prohibit the use of television and social media by the film producers for releasing their film's promos, teasers, songs and trailers in order to propagate their forthcoming films and if so, the details thereof;
- (b) whether there is any restriction on online promotion of films by its producers for attracting and enhancing their viewership; and
- (c) if so, the details thereof and if not, the reasons for prohibition of such online promotion by the Central Film Certification Board under the pretext of seeking an affidavit for not using the social media or otherwise, before the certification is awarded?

ANSWER

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

(a) to (c): No, Madam. As per the Programme Code prescribed under Sub-rule (1) (n) & (o) of Rule 6 of the Cable Television Network Rules, 1994, "*no programme should be carried in the cable service which: –*

(n) Contravenes the provisions of the Cinematograph Act, 1952.

(o) is not suitable for unrestricted public exhibition.

Provided that no film or film song or film promo or film trailer or music video or music albums or their promos, whether produced in India or abroad, shall be carried through cable service unless it has been certified by the Central Board of Film Certification (CBFC) as suitable for unrestricted public exhibition in India."

All film's promos, teasers, songs, trailers, etc. meant for public exhibition, irrespective of their length and media type (Celluloid, video, CD or DVD) are subjected to certification by the CBFC in accordance with the Cinematograph Act, 1952 read along with the Cinematograph (Certification) Rules, 1983 and the Central Government guidelines of 1991.

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However, CBFC does not have any control over any content which is available on the internet.

When celluloid films were put up for certification, the reels containing excised portion were surrendered to CBFC so that no content of those reels can be made public. Similarly, in case of digital films the same is sought to be enforced. However, as copies can easily be made in case of digital media, an affidavit is taken to ensure that the excised content is not made public thereby defeating the whole purpose of the exercise.
