

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

**LOK SABHA  
UNSTARRED QUESTION NO. 862  
TO BE ANSWERED ON 07/02/2023**

**ONLINE GAMING ADVERTISEMENTS**

**862. SHRI MANOJ KOTAK:**

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether it is a fact that the Government has issued an advisory to private satellite television channels on advertisements related to online gaming to protect consumer and inform them regarding financial risks and other factors involved in online gaming;
- (b) if so, the details thereof,
- (c) whether the Government is aware about the harmful effects of online gaming advertisements on social media and television channels which are targeting children;
- (d) if so, the details thereof;
- (e) whether the Government has tried to regulate these advertisements to save the children from its harmful effects; and
- (f) if so, the details thereof?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING; AND  
MINISTER OF YOUTH AFFAIRS AND SPORTS, (SHRI ANURAG  
SINGH THAKUR) :**

**(a) to (f): The Ministry of Information and Broadcasting issued an advisory to private satellite TV channels on 04.12.2020 to comply with guidelines of Advertising Standards Council of India (ASCI) on advertisements related to online gaming and for carrying certain disclaimers etc. to protect consumer and inform them regarding financial risks and other factors involved in online gaming.**

**The Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder require that all advertisements telecast on private satellite TV channels adhere to the Advertising Code, prescribed under the Act. The Government takes action in cases where Advertising Code is found to be violated by private satellite TV channels. The Ministry also issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code.**

**Further, Central Consumer Protection Authority under Ministry of Consumer Affairs has issued “Guidelines for Prevention of Misleading Advertisement Rules, 2022” vide notification dated 09th June 2022 which inter-alia prescribe conditions to be adhered to in respect of advertisements targeting children and advertisement prohibited by law.**

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