

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

LOK SABHA

UNSTARRED QUESTION NO. 2536

TO BE ANSWERED ON 19.12.2023

OTT MARKET

2536. SHRI D.K. SURESH:

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

(a) whether it is true that India emerges as the world's fastest growing Over-the-Top (OTT) market;

(b) if so, the details thereof;

(c) whether the Government has introduced any new rules to regulate the OTT service providers and digital content providers in the country;

(d) if so, the details thereof and if not, the reasons therefor;

(e) whether the Government has any proposal to introduce a regulation on the OTT; and

(f) if so, the details thereof and the time by which it is likely to be introduced?

ANSWER

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

(a) & (b): Rapid adoption and expansion of internet infrastructure, alongwith low internet prices, has led to rapid growth of Over-the-Top (OTT) platforms and their viewership in India in recent years.

(c) to (f): The Government has notified Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 on 25th February, 2021 under Information Technology Act, 2000 which inter alia provides for publishers of online curated content (OTT platforms) to adhere to a Code of Ethics laid down in the Rules.

The Rules also provide for a three-tier grievance redressal mechanism to look into grievances/ complaints relating to violation of the Code of Ethics by the publishers (OTT platforms).
