

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

**LOK SABHA
UNSTARRED QUESTION NO. 2000
(TO BE ANSWERED ON 30.07.2021)**

GUIDELINES FOR TELEVISION RATINGS AND OTT PLATFORMS.

2000. SHRI BHAGIRATH CHOUDHARY:

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

- (a) whether the Government proposes to review the guidelines for television rating agencies, if so, the details thereof along with the steps taken to further strengthen the rating system to make it reliable and transparent;
- (b) whether the Government has received complaints against over-the-top (OTT) platforms regarding their programmes during the last two years;
- (c) If so, the details thereof including the action taken by the Government thereon;
- (d) whether the Government proposes to review the guidelines for OTT platforms, and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

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

(a): In order to address the issues in the light of recommendations of the Telecom Regulatory Authority of India (TRAI) dated 28th April, 2020 on 'Review of Television Audience Measurement and Rating System in India' and the technological advancements / interventions to address the system, a Committee was constituted under the Chairmanship of Chief Executive Officer, Prasara Bharati with members from IIT, C-DOT and IIM. The Committee was tasked, inter alia, to study any issues related or incidental to the subject and make recommendations on way forward for a robust, transparent and accountable

rating system in India. The Committee has made recommendations on measurement methodology, the structural changes in the composition of the rating agencies, audits and other issues referred to them including TRAI recommendations.

Based on the recommendations of the Committee headed by CEO, Prasar Bharati along with recommendations of TRAI, the present guidelines have been analysed / evaluated vis-à-vis strengthening of transparency / panel homes and other parameters.

(b) to (e): The Government has received several complaints against Over-the-top (OTT) platforms regarding content of programmes during the last two years.

The Government has notified Information Technology (Intermediary Guidelines and Digital Media Ethic code) Rules, 2021, on 25th February, 2021 under Information Technology Act, 2000. These Rules were formulated after consultation with various stakeholders. The Rules inter-alia provide for the following: -

- (i) Code of Ethics to be followed by publishers of news & current affairs on digital media and publishers of online curated content (commonly known as OTT Platforms).
- (ii) A three-level Grievance Redressal Mechanism consisting of the publisher (Level-I), self-regulating body constituted by the publishers (Level-II) and an Oversight Mechanism of the Government (Level-III), with time bound grievance disposal mechanism.
- (iii) Furnishing of information by the publishers to the Government and periodical disclosure of information regarding grievance redressal in public domain.