LOK SABHA

STARRED QUESTION NO. *52

TO BE ANSWERED ON 01.12.2021

ADVERTISING ON OTT

*52. SHRI SHRIRANG APPA BARNE: SHRI RAVI KISHAN:

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the advertising industry regulator, the Advertising Standards Council of India (ASCI) proposes to set up a task force to monitor and regulate advertising on over-the-top (OTT) streaming platforms such as Amazon, Netflix, etc. and if so, the details thereof;

(b) whether the Ministry is working with the Ministry of Information and Broadcasting (I&B) to form guidelines and processes to monitor advertising on these platforms and if so, the details thereof;

(c) whether the ASCI is also working closely in partnership with the Government entities like Central Consumer Protection Authority, Ministry of I&B, Ministry of AYUSH, etc. to fine-tune existing guidelines and formulate new ones and if so, the progress made in this direction; and

(d) whether the regulatory body also proposes to set up a taskforce to scrutinize brand promotions weaved in content programming claiming health or immunity benefits and if so, the details thereof?

ANSWER

THE MINISTER OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION

(Shri Piyush Goyal)

(a) to (d) : A Statement is laid on the Table of the House.

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(a) : This Ministry has no such information as Advertising Standards Council of India (ASCI) is an independent non-profit organisation constituted under Companies Act (2013).

(b) : No Sir.

(c) : This Ministry has no such information.

(d) : Not applicable.

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