

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

**LOK SABHA  
UNSTARRED QUESTION NO. 3117  
(TO BE ANSWERED ON 19.03.2025)**

**MERGERS AND ACQUISITIONS IN THE MEDIA SECTOR**

**3117. SHRI VIJAYAKUMAR ALIAS VIJAY VASANTH:  
SHRI MANICKAM TAGORE B:**

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

- (a) the number of mergers and acquisitions in the media sector during the last five years specifically highlighting acquisitions by large conglomerates like big players and their impact on media diversity and competition;
- (b) the current market share of major media conglomerates in India in both traditional and digital media and the ways in which this has changed during the last five years;
- (c) the steps taken by the Government during the last five years to ensure that media consolidation particularly in the ownership of news channels and OTT platforms does not affect media plurality and the representation of diverse viewpoints; and
- (d) the number of news and entertainment channels acquired by large media corporations during the last five years and the extent to which this has affected editorial independence and diversity of content?

**ANSWER**

**THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND  
PARLIAMENTARY AFFAIRS  
[DR. L. MURUGAN]**

(a) to (d): The Competition Commission of India (CCI) has approved seven mergers and acquisitions (Combinations) notices in the media sector during the last five years. With a view to promote and sustain competition in markets, CCI approves mergers and acquisitions with suitable remedies on a case-to-case basis.

As per the provisions of Policy Guidelines for Uplinking and Downlinking of Television Channels 2022, 109 private satellite TV channels have been transferred during the last five years. The relevant orders including those from National Company Law Tribunal (NCLT) and the Competition Commission of India (CCI) are taken into consideration while processing the applications for transfer, merger, acquisitions etc.

To address issues relating to content, the Cable Television Networks (Regulation) Act, 1995 and Cable Television Network (Amendment) Rules 2021 inter-alia provides that all programmes and advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Programme Code and Advertising Code prescribed under the Act and the Rules framed thereunder.

For Print Media, the newspapers have to adhere to “Norms of Journalistic Conduct” brought out by the Press Council of India (PCI) which, inter alia, restrains publication of fake/ defamatory/ misleading news. The Council holds inquiry into alleged violations of Norms, as per section 14 of the Act, and may warn, admonish or censure the newspaper, editors, journalists, etc. as the case may be.

With regard to Digital news publishers, the Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 ("IT Rules, 2021") on 25.02.2021 under the Information Technology Act, 2000. These Rules provide for a code of ethics for the publishers of news and current affairs on digital media, which, inter alia, requires adherence to the Norms of Journalistic Conduct brought out by PCI and the Programme Code under Cable Television Network Regulation Act, 1995.

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