No.DM/40/2026-DM
Government of India
Ministry of Information & Broadcasting
Kartavya Bhawan-2, New Delhi-110001

Date: 02.11.2026

ADVISORY

To,

1. All Publishers of Online Curated Content (referred to as 'OTT Platforms');
2. All Publishers of News and Current Affairs Content on Online Platforms (referred to as 'Digital News Publishers');
3. Intermediaries

Subject: Advisory to all publishers of online curated content and publishers of news and current affairs content on online platforms regarding adherence to the Information Technology Act, 2000 and Rules thereunder.

The Ministry of Information & Broadcasting has observed instances of non-compliance with the provisions of the Information Technology Act, 2000 (referred to as the 'IT Act') and the Rules thereunder by various digital news publishers and OTT platforms.

2. In this regard, it is reiterated that the content published by OTT Platforms and Digital News Publishers should be in conformity with the IT Act, 2000 and the Rules thereunder. All the OTT Platforms and the Digital News Publishers are hereby advised to ensure strict adherence to the statutory provisions governing content published on online platforms, in letter and spirit, particularly with regard to the following:

I. **Time-stamping of Visuals:** It has been observed that unrelated and old videos and clippings available in the public domain have been circulated in a misleading manner as being from recent events of public interest. Such content has the potential to create a false impression in the minds of the audience, and may lead to dissemination of misinformation. In this regard, particular care may be exercised while using archival, illustrative or previously recorded photographs and videos in reporting current events. As a best practice, it is advised that the original date, location, and context be time-stamped by the digital news publishers in all visuals before being published on online platforms. In cases where the visuals used are not original and have been obtained from external sources, including social media, it is advised to mention the source along with the time-stamp.

II. **Coverage of Anti-Terrorist Operations:** Live coverage of anti-terrorist operations by the security forces is discouraged and digital news publishers are advised to avoid real-time disclosure of specific tactical positions, deployment or movement of security personnel, access routes or operational details where such disclosure may compromise an ongoing operation or endanger lives. Further, digital news publishers are advised to report lawful information based on the periodic briefings by an authorised officer till such

operation concludes. The use of date and time – stamped visuals are encouraged in order to avoid its misrepresentation as live footage.

III. **Use of Violent or Disturbing Visuals:** OTT Platforms and Digital News Publishers are advised to exercise due caution, responsibility and editorial discretion while publishing violent, graphic or disturbing visuals. The use of appropriate blurring or masking techniques are suggested wherever warranted. Accordingly, it is advised to use duly date and time-stamped visuals, wherever necessary.

IV. **Depiction of Crime and Violence:** It is advised that publishing of visuals related to crime and violence should be based on verified facts and truth. Use of date and time-stamped visuals is encouraged wherever necessary. Due caution and care may be taken to ensure that headlines, thumbnails and captions do not materially misrepresent the reported event. The use of appropriate blurring or masking techniques are suggested wherever warranted. Requisite due diligence and sensitivity may be exercised with respect to content involving women and children.

V. **Coverage of Natural Calamities/Disasters and Major Accidents/Incidents:** Visuals used in content involving coverage of natural calamities/disasters and major accidents/incidents should be duly date and time-stamped, wherever necessary, to avoid unnecessary panic among the users. It is encouraged to report verified facts only.

VI. **Use of Authentic Map of India:** OTT Platforms and Digital News Publishers are advised to use only authentic maps of India, as published by the Survey of India, in all their content.

VII. **Communal Harmony and Debate Programmes:** The OTT Platforms and the Digital News Publishers are advised to exercise due caution and discretion when depicting religious, linguistic or other communities, and to ensure that quotations, visuals, translations and allegations, etc. are presented in their proper context. Adherence to applicable laws related to incitement to violence and unlawful promotion of enmity is advised.

VIII. **Protection of Identity of Victims of Sexual Offences:** OTT Platforms and Digital News Publishers shall comply with the applicable statutory protections and directions of the Hon'ble Supreme Court on the non – disclosure of the identity of victims of sexual offences (including directions issued in W.P. No. 565 of 2012, Nipun Saxena & Another v. Union of India & Others). This includes refraining from disclosure of any direct or indirect particulars, remote facts, photographs, family details, locality or other such information that may lead to identification of the victim except where expressly permitted by law or Court order.

IX. **Use of Artificial Intelligence and Synthetically Generated Content:** Digital news publishers are advised to take reasonable steps to verify AI generated or materially altered photographs, videos and audio recordings, make appropriate disclosures where synthetic content is presented in connection with actual persons or events, and guard against misleading representations of authentic news footage or statements.

3 . **Due Diligence by Intermediaries:** Intermediaries are advised to ensure

compliance with the due diligence and other obligations applicable to them under Section 79 of the Information Technology Act, 2000 and Part II of the IT Rules, 2021, including Rules 3, 4 and 5, as applicable. Particular attention is invited to the provisions relating to synthetically generated information under Rules 3(3) and 4(1A), as applicable.

4. The OTT Platforms and Digital News Publishers are further advised to strengthen their editorial and content-review mechanisms and ensure that all personnel involved in content creation and publishing are adequately sensitized to the provisions of the Information Technology Act, 2000 (referred to as the 'IT Act') and the Rules thereunder and other applicable laws. In this regard, conduct of workshops, training programmes and sensitization sessions is encouraged.

5. This issues with the approval of the competent authority.

Digitally signed by
Arpitha S
Date: 02-11-2026
17:50:38

(Arpitha S)
Deputy Secretary

Copy to:

1. All Self-Regulatory Bodies registered under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
2. Ministry of Information and Broadcasting website.
3. Intermediaries