

No. 14017/1/2022-TV(I)
Government of India
Ministry of Information & Broadcasting
'A' wing, Shastri Bhawan, New Delhi-110 001

Dated: 03.06.2024

To,

All private Satellite TV Channels/ broadcasters/ Teleport Operators

Subject: Advisory to all private Satellite TV channel broadcasters/ Teleport Operators to refrain from unfair practice of multiple uplinking of the permitted channels on multiple frequencies without approval of the Ministry.

Sir/ Madam,

It has been brought to the notice of the Ministry that in order to make their channel to be the most watched channel, some news broadcasters follow unfair practices of uplinking their channels on multiple feed as a result of which it becomes available on multiple LCNs across various distribution platforms which, gives an undue advantage in increasing the viewership of the channel.

2. Therefore, in order to ensure that such a scenario do not arise and also to ensure a level playing field, all permitted private satellite TV Channels/ broadcasters are hereby advised to refrain from adopting such practices of unauthorized uplinking of their TV channels on multiple frequency without approval of the Ministry.
3. All DPOs are also advised to ensure placement of a channel uniquely in Electronic Program Guide (EPG) as per extant rules and regulations.
4. This issues with the approval of the competent authority in the Ministry.

Hamsa

03/06/2024

(Hamsa Ravishankar)

Under Secretary to the Govt. of India

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Copy to:

1. Self-Regulatory Bodies of TV channels registered under the Cable Television Networks (Amendment) Rules, 2021.
2. The Association /Regulatory Bodies of Electronic Media.