

F.No. 16/1/2012-BP&L (Vol-I) (Part-3)
Government of India
Ministry of Information and Broadcasting
A-Wing, Shastri Bhawan, New Delhi

Dated: 27/09/2018

NOTICE

Subject: Intimation regarding Broadcast rights of sporting events of National Importance.

In accordance with the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007, all sporting events, which are notified as sporting events of National Importance by this Ministry are to be shared with Prasar Bharati by the Rights Holders.

2. Rule 3 of 'The Sports Broadcast Signals (Mandatory Sharing with Prasar Bharati) Rules, 2007' framed under 'The Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 (11 of 2007) stipulates the sharing of Sports Broadcasting Signals with Prasar Bharati as under:

Rule 3 (1): Every content rights owner or holder and television or radio broadcasting service provider intending to carry a live television broadcast on any cable television network or Direct-to-Home or intending to make a radio commentary broadcast in India, of a sporting event of national importance shall at least forty-five days prior to the proposed date of telecast or broadcast, inform the Prasar Bharati about the same and offer to share the live signals in the manner and on such terms and conditions as prescribed under Rule 3.

3. As per above Rule 3 (1), content rights owners or holders intending to carry a live television broadcast on any cable television network or Direct-to-Home, of a sporting event of national importance shall at least forty-five days prior to the proposed date of telecast or broadcast, inform the Prasar Bharati about the same.

4. In view of the above, all Broadcasters/permitted private satellite TV channels, who gets the broadcasting rights of any Sporting events, which have been notified as Sporting events of National Importance by this Ministry, are hereby called upon to comply with the above provisions of the Rules and inform Prasar Bharati about the same immediately so as to enable Prasar Bharati to approach the Rights Holders well in time before the start of the event for better planning, scheduling, marketing and co-ordination with the Rights Holder.



(Imran Farid)

Under Secretary to the Government of India
Tel. 011-23386746

To

All broadcasters/permitted private satellite TV channels

Copy to:

1. CEO, Prasar Bharati, Prasar Bharati Secretariat, Prasar Bharati House, Copernicus Marg, New Delhi-110001 with reference to letter no. 2/14/2018-PX dated 02.08.2018.
2. DG, Doordarshan, Doordarshan Bhawan, Copernicus Marg, New Delhi-110001.
3. DG, All India Radio, Akashvani Bhawan, New Delhi-110001.
4. MIB Website