

Dated 30.01.2023

ADVISORY

Subject: Advisory on Obligation of Public Service Broadcasting

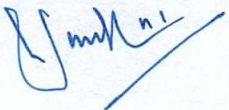
Attention is invited to the Guidelines for Uplinking and Downlinking of Satellite Television Channels in India, 2022; issued by this Ministry on 09.11.2022. Para 35 of the said Guidelines inter alia read as under:

35. Obligation of public service broadcasting — (1) As airwaves/frequencies are public property and need to be used in the best interest of the society, a company/LLP having permission under these guidelines for uplinking a channel and its downlinking in India (other than foreign channels only downlinked in India) may undertake public service broadcasting for a minimum period of 30 minutes in a day on themes of national importance and of social relevance, including the following, namely

- i. education and spread of literacy;*
- ii. agriculture and rural development;*
- iii. health and family welfare;*
- iv. science and technology;*
- v. welfare of women;*
- vi. welfare of the weaker sections of the society;*
- vii. protection of environment and of cultural heritage; and*
- viii. national integration*

(2) The channels may, for the purpose, appropriately modulate their content to fulfil the obligation referred to in sub-para (1), except where it may not be feasible, such as in the case of sports channels, etc.

(3) The Central Government may, from time to time, issue general advisory to the channels for telecast of content in national interest, and the channel shall comply with the same.



2. This Ministry undertook series of consultations with the Broadcasters and their Associations to delineate the procedure for Public Service Broadcasting by the private satellite TV Channels.

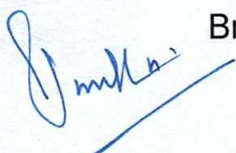
3. Accordingly, it has been decided that the Private Satellite TV Channels need to undertake the Public Service Broadcasting in the following manner:

A. Content:

- (i) The list of themes of national importance and of social relevance given under clause 35 of the Policy Guidelines are indicative and may be expanded to include similar subjects of national importance and social relevance such as water conservation, disaster management, etc.
- (ii) Broadcasters have the liberty to modulate their content. The relevant content embedded in the programmes may be accounted for Public Service Broadcasting. However, it should be done in a manner that the overall objective of the Public Service Broadcasting may be achieved.
- (iii) The content can be shared between the Broadcasters and could be repeat telecast on one/ several TV channels.
- (iv) A common e-Platform may be developed as a repository of relevant videos or textual content from various sources for the purpose of Public Service Broadcasting, which may be accessed and used by TV Channels.

B. Accounting of Timing:

- (i) The content need not be of 30 minutes at a stretch. It could be spread over smaller time slots. The time for which the Public Service Broadcasting content is telecast in between commercial breaks shall not be accounted for the 12 Minute limit for commercial breaks.
- (ii) The time for the content under Public Service Broadcasting shall be accounted cumulatively on monthly basis i.e. 15 hours per month.
- (iii) The time for transmission of the relevant content shall be flexible except that any content transmitted from Midnight to 6:00 AM shall not be accounted for under Public Service Broadcasting.



C. Reporting:

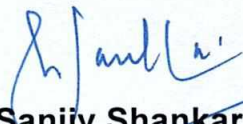
- (i) Voluntary compliance and self-certification would be the guiding principles.
- (ii) Broadcasters shall submit a monthly report on the Broadcast Seva Portal (in the format annexed in Annexure A) on or before the 7th day of the following month.
- (iii) Broadcasters shall include a compliance certificate in its Annual report.
- (iv) Foreign channels, downlinking in India (in languages other than those specified in the Eighth schedule of the Indian Constitution), shall be exempt from the obligation of Public service Broadcasting.
- (v) The channels broadcasting predominantly (more than 12 hours) sports and devotional/ spiritual/ yoga content shall be exempt from furnishing the monthly reports on the Broadcast Seva Portal.

D. Identification :

- (i) The Broadcaster shall keep the record of the content telecast for a period of 90 days.
- (ii) Electronic Media Monitoring Centre, under Ministry of Information and Broadcasting, shall keep the record of the content telecast for a period of 90 days.

4. The private satellite TV Channels, are accordingly, advised to report Public Service Broadcasting in the manner prescribed above, with effect from 1st March, 2023.

5. This issues with the approval of Competent Authority.


(Sanjiv Shankar) 30.01.2023

Joint Secretary to the Govt. of India

To,
Private Satellite Television Channels and their Associations

Monthly report on the Public Service Broadcasting (PSB)
[To be filed on the Broadcast Seva Portal]

Report for the Month of:

Name of the Company:

Name of the Channel:

Category of the channel:
(News/Non-News)

| Date | Time | | Duration (in Min.) | Relevant topic under PSB | Nomenclature of content/ Programme | Link to view the clipping |
|------|---------------------------------------|----|-----------------------|-----------------------------|--|---------------------------------|
| | From | To | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | Total Time for the entire month | | | | | |

Signature
(Authorized Representative/
Director/ Partner)