

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

**LOK SABHA**

**UNSTARRED QUESTION NO. 1909  
(TO BE ANSWERED ON 12/02/2021)**

**SELF REGULATION CODE FOR STREAMING SERVICES**

**1909. DR. T. SUMATHY (A) THAMIZHACHI THANGAPANDIAN**

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

- (a) the details of rules regulating streaming services like Netflix and Amazon Prime Video;**
- (b) whether the industry has forwarded any self-regulation code and if so, the Government's stand thereon;**
- (c) whether the Government has not accepted the self regulation code given by the Industry and if so, the reasons therefor;**
- (d) whether the Industry has been consulted by the Government on the issue of Rules/Regulations for streaming services; and**
- (e) if so, the details and outcome thereof?**

**ANSWER**

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;  
MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES {SHRI PRAKASH  
JAVADEKAR}**

**(a) to (e): Content over internet is governed under the Information Technology Act, 2000. The Government has received several representations regarding content of programmes on streaming services like Netflix, Amazon Prime and other OTT platforms. The Government also has held several consultations with the OTT players, including with the Internet and Mobile Association of India (IAMAI) impressing upon them the need for having an appropriate self-regulatory mechanism for content over OTT platforms. In August, 2020, the IMAI had informed the Ministry that a self-regulatory mechanism had been developed for the OTT platforms. On examination it was felt that the mechanism proposed by IMAI did not give adequate cognizance to content prohibited under law and there were issues of conflict of interest, which were communicated to IMAI in September, 2020.**

**The Central Government has vide notification dated 9.11.2020 amended the Allocation of Business Rules and the subject relating to content of news and current affairs and audio-visual content on online platforms has been brought in the mandate of the Ministry of Information and Broadcasting.**

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