

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 67
(TO BE ANSWERED ON 19/07/2021)**

TOBACCO IMAGERY IN OTT PLATFORMS

67. SHRI SANJAY SINGH:

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

a) whether any steps have been taken to regulate display of tobacco use in Over-The-Top (OTT) platforms) like Amazon Prime, Hulu, Hotstar, Netflix, Sony liv, Alt Bajaji, MX Player, Voot etc; and

(b) if so, details thereof and if not, reasons therefor;

(c) whether any steps have been taken to make OTT platforms comply with Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules, 2003, regulating display of tobacco products and their use in films and television programmes; and

d) if so, the details thereof?

ANSWER

**THE MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS
(SHRI ANURAG SINGH THAKUR):**

(a) to (d): The Government of India notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, under the Information Technology Act, 2000, on 25.2.2021, which provides for a Code of Ethics to be followed by publishers of news and current affairs on digital media and publishers of online curated content (OTT Platforms) and an institutional mechanism for redressal of grievances of citizens. The Schedule to the Rules contains general guidelines for classification of content, including on portrayal of psychotropic substances, liquor, smoking and tobacco.
