

**Information note to the Press (Press Release No. 09/2013)**

For immediate release

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI releases Consultation Paper on "Issues relating to Media Ownership"**

**New Delhi, February 15<sup>th</sup>, 2013:-** The Telecom Regulatory Authority of India (TRAI) today released a consultation paper on issues relating to Media Ownership. The Ministry of Information and Broadcasting has sought the recommendations of TRAI on the subject.

2. The media plays an important role in the democratic process of a country, more so in today's technologically fast-moving environment. Its inherent ability to reach the masses implies that it has a vital role in building (and influencing) public opinion and awareness. Pluralism in the media is a cornerstone of democracy. This should be reflected in the plurality of independent and autonomous opinions and in the diversity of media content.
3. The Indian media landscape is witnessing several changes that may have far reaching consequences. Major players of print, television and radio sectors are seeking expansion of their business interests in various segments of the print and broadcasting sectors leading to horizontal integration of media entities. Also, more and more broadcasting companies owning television channels are venturing into distribution segments i.e. cable TV, DTH, HITS, IPTV etc. while distribution segment companies are entering into television broadcasting, leading to vertical integration in the broadcasting sector.
4. So as to ensure media pluralism and to counter the ills of monopolies it is felt that reasonable restrictions may need to be put in place on ownership in the media sector. Restrictions on media ownership exist in many major international markets. However, media ownership rules should be so designed to strike a balance between ensuring a degree of plurality of media sources and content, and a level playing field for companies operating in the media sector on the one hand and providing freedom to companies to expand, innovate and invest on the other.



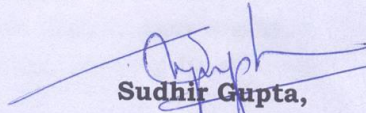


5. The key issues discussed in the consultation paper pertain to:

- i. Disqualification of certain entities from entry in the media sector
- ii. Methodology to be used to measure ownership/control of an entity over a media outlet
- iii. Identification of media segments wherein media ownership rules are to be prescribed
- iv. Identification of genres to be considered while framing media ownership rules
- v. Identification of relevant market(s) for evaluating various parameters to be used for devising media ownership rules and the methodology for measuring these parameters
- vi. Devising media ownership rules within and across media segments
- vii. Devising rules/restrictions in case of mergers and acquisitions in the media sector
- viii. Devising ownership rules for vertical integration between broadcasting and distribution entities
- ix. Prescribing norms for mandatory disclosures by media entities

The full text of the consultation paper is available on TRAI website [www.trai.gov.in](http://www.trai.gov.in)

6. Written comments on the consultation paper are invited from the stakeholders by 8<sup>th</sup> March, 2013 and counter-comments, if any, by 15<sup>th</sup> March 2013. The comments may be sent, preferably in electronic form to Mr. Wasi Ahmad, Advisor (B&CS), Telecom Regulatory Authority of India, Mahanagar Doorsanchar Bhawan, Jawahar Lal Nehru Marg, New Delhi – 110002, on the e-mail address [advbcs@trai.gov.in](mailto:advbcs@trai.gov.in)/[traicable@yahoo.co.in](mailto:traicable@yahoo.co.in).

  
**Sudhir Gupta,**  
**Secretary (I/C), TRAI.**