

No.DM/15/2022-DM
Government of India
Ministry of Information & Broadcasting
A Wing, Shastri Bhawan
New Delhi – 110 001.

April 6, 2023

ADVISORY

To

- (i) Newspapers registered under Press and Registration of Books Act, 1867
- (ii) Private Satellite Television Channels
- (iii) Publishers of news and current affairs content on digital media
- (iv) Online Advertisement Intermediaries

Subject: Advisory on Advertisements including Surrogate Advertisements of Online Betting Platforms – reg.

Attention is invited to Advisories issued by this Ministry on 13.06.2022 followed by that on 3rd October, 2022 on the above subject wherein the Ministry had taken strong exception to the publication/transmission on various media platforms of advertisements/promotional content of betting platforms/sites and had strongly advised media to refrain from transmitting such content, including their depiction as news websites or such other activities in a surrogate manner. While issuing the advisory, the Ministry had made mention of the fact that betting and gambling is an illegal activity and hence advertisements/promotion of such activities directly or indirectly on any of the media platforms falls foul of the various statutes, including under the Consumer Protection Act, 2019, the Press Council Act 1978, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 etc. Attention is also invited to the Norms of Journalistic Conduct of the Press Council which, inter alia, mentions that *“newspapers should not publish an advertisement containing anything which is unlawful or illegal.....”*, and further that *“The newspapers and periodicals should scrutinize the advertisement inputs from ethical as well as legal angles in view of the editor’s responsibility for all contents including advertisement, under Section 7 of PRB Act, 1867. Revenue generation alone cannot and should not be the sole aim of the Press, juxtaposed much larger public responsibility”*.

2. In spite of the above very clear position, the Ministry has been informed of recent instances where news publishers, including mainstream English and Hindi

newspapers, have published/printed advertisements/promotional content of betting sites/platforms which are clearly violative of the statutes and the various norms/guidelines issued thereunder as also goes against the very spirit of the advisory issued by MIB. It is also noticed that some of the news publishers have carried advertisements of a betting platform in which the audience are being encouraged to watch a sports league on its platform, which prima facie appears to be a case of piracy of content and violative of the Copyright Act, 1957. Exemplars of such advertisements are enclosed.

3. The Ministry takes strong exception to such practices and urges all stakeholders, including the media platforms and the various online advertisement intermediaries, to immediately refrain from showing such advertisements/promotional content in any form whatsoever. In the event news publishers, etc., are found to be not adhering to the aforementioned Advisory, the Government would be constrained to take appropriate action under the various statutes.

This issues with the approval of the competent authority.

Encl: as above



(Kshitij Aggarwal)
Deputy Director (Digital Media)
Email: kshitij.aggarwal@gov.in

Copy to:-

1. Secretary, Ministry of Consumer Affairs, Government of India
2. Secretary, Ministry of Electronics & Information Technology
3. Secretary, Press Council of India
4. Self-Regulatory Bodies under Cable Television Network (Amendment) Rules, 2021.
5. Self-Regulatory Bodies under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.
6. Online Advertisement Intermediaries
7. Secretary, Advertising Standards Council of India (ASCI)
8. Various associations of print media and electronic media

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Titans edge past CSK in opener

Pooran to keep as ISG want Rahul 'close to bowlers'

CSK's 63 and Rahul's all-round show help defend champions' fight campaign with bow-wicket victory over Super Kings

Match Report

Chennai Super Kings have secured their place in the IPL 2023 semi-finals with a narrow 15-run victory over Gujarat Titans in the opening match of the tournament. The match was a tactical battle, with CSK's bowlers, led by Ravindra Jadeja, restricting Titans to a total of 170 runs. Pooran Singh, who has been a consistent performer for Gujarat, was named as the captain for the remainder of the tournament. In the chase, CSK's batsmen, including the all-rounder Ravindra Jadeja, showed great composure, with Jadeja finishing with a crucial 63 runs. The match was a tactical battle, with CSK's bowlers, led by Ravindra Jadeja, restricting Titans to a total of 170 runs. Pooran Singh, who has been a consistent performer for Gujarat, was named as the captain for the remainder of the tournament. In the chase, CSK's batsmen, including the all-rounder Ravindra Jadeja, showed great composure, with Jadeja finishing with a crucial 63 runs.

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Mayers, Wood star as Lucknow put up super show against DC

Rain, faulty floodlights mar Punjab victory over Kolkata

Oppener hits 73 and goes unbeaten after a fully Super Giants' chase of 150 with his 14th Five Hundred game

Match Report

Lucknow Super Giants put up a superb performance against Delhi Capitals in the opening match of the IPL 2023. Mayers and Wood starred for Lucknow, with Mayers hitting a brilliant 73 and Wood contributing with a solid 50. The match was a tactical battle, with Lucknow's bowlers, led by Kagiso Rabada, restricting DC to a total of 150 runs. The match was a tactical battle, with Lucknow's bowlers, led by Kagiso Rabada, restricting DC to a total of 150 runs.

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सावरकरांवरून उद्धव ठाकरेची राहुल गांधींवर टीका, आता काँग्रेसने दिलं असं प्रत्युत्तर, म्हणाले...



मुंबई - सावरकरांच्या मुद्द्यांवर शिवसेना उद्धव बाळासाहेब ठाकरे पक्ष व काँग्रेस पक्षाचे विचार वेगवेगळे आहेत हे सर्वश्रुत आहे. काँग्रेस पक्षाने विचारांशी कधीच तडजोड



ऑटो : कार-बाईकमध्ये इंधनाची टाकी पूर्ण भरू नका, अन्यथा...;
सरकारने जारी केल्या मार्गदर्शक सूचना

