

No. F. 6/13/2011 BC-IV/I
Government of India
Ministry of Information & Broadcasting
Shastri Bhawan, New Delhi

Dated the 22nd July, 2014

To,

All TV Channels
(As per list enclosed)

Subject: Monitoring of TV Channels- regarding.

Sir,

Ministry of Information and Broadcasting has set up electronic Media Monitoring Centre (EMMC) as a subordinate office and with the mandate to monitor the content of TV channels uplinked and downlinked in India to check the violation of Programme and Advertising Codes enshrined in Cable TV Networks (Regulation) Act 1995 and Rules framed thereunder.

2. Under the 12th Plan, it has been envisaged to enhance the capacity of EMMC to monitor Satellite Channels, FM Radio Channels and Community Radios. Accordingly, the state of the art monitoring facility is being established at Sochna Bhawan, New Delhi by BECIL (Broadcast Engineering Consultants India Ltd.).

3. As per clause 5.14 of Guidelines for downlinking of TV channels, every broadcaster/service provider is mandated to provide a monitoring facility at a suitable location desired by the Government.

4. Accordingly, pay channels need to be acquired in the digital domain either in compressed IP or in SDI base-band domain. Free-to-Air channels will be aggregated over IP using demodulators. All broadcasters/service providers over the Indian territory are, therefore, required to provide to EMMC one set of Professional IRD for each TV channel which can give SD-SDI output (in case the channels is HD then HD-SDI output) alongwith one spare IRD per bouquet (for failure safety). Alternately, the Pay TV

broadcaster/service provider should provide Viewing Card (VC) with matching CAM module for interface with demodulators to decrypt and demodulate the channel over IP.

5. If the TV broadcasters have multiple channels/bouquet per frequency, then they need to provide one Viewing Card with a matching professional CAM. Each card will be used to decrypt a maximum of four channels. Additional VC Card with Viewing Rights and matching Professional CAM module would need to be provided by the TV broadcasters for each additional set of four channels in the bouquet. Digital Output either in SDI or over IP is essentially required by EMMC. Digital Receivers (STB) which gives Analog CVBS/RF Modulated /HDMI outputs will not be accepted by EMMC.

6. In case, any further information/clarification is required, please feel free to contact the following.

Shri V P Singh,
AGM, BECIL
Phone No. +91-9818666817

7. Please send IRD and /or the VC Card with CAM modules to EMMC at the address given below.

Director,
Electronic Media Monitoring Centre (EMMC)
C/o Shri Ramit Lala, Manager (BECIL)
10th Floor, Soochna Bhawan,
New Delhi.

With regards,

Yours faithfully,


(Neeti Sarkar)
Director (BC)
Tel: 23386536

Copy to: (I) EMMC
(II) ASCI
(III) IBF
(IV) NBA

(नीति सरकार)
(NEETI SARKAR)
निदेशक/Director
सूचना एवं प्रसारण मंत्रालय
Min. of Information & Broadcasting
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi