

J-11013/17/2023-DM
Government of India
Ministry of Information & Broadcasting
Shastri Bhawan, New Delhi-110001

Dated 18th July, 2023

ADVISORY

To,

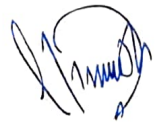
Publishers of Online Curated Content

Subject: Inclusion of classification rating in promotional and publicity material-reg.

Attention is invited to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

2. The Code of Ethics for online curated content under the Rules *inter alia* provides for classification of content into age based categories, inclusion of the classification rating and consumer advice for their programmes in any print television or online promotional or publicity material, and prominent display of the classification rating specific to each content in such material.

3. Publishers of online curated content are accordingly advised to take note of the above for appropriate action in terms of display of age-based classification rating in advertisements and other promotional material published by them on various media platforms.



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Deputy Secretary (Digital Media)
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Copy to: Self Regulatory Bodies of Publishers of Online Curated Content