



IAMAI announces formation of Digital Publisher Content Grievances Council

New Delhi, 28th May 2021: The Internet and Mobile Association of India (IAMAI) today announced the formation of the Digital Publishers Content Grievances Council (DPCGC). Over the past two years, IAMAI has worked collectively with its members towards establishing a self-regulatory and grievance redressal framework for Online Curated Content [OCC] Publishers. In light of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, IAMAI is establishing the DPCGC as the Level-II Self-Regulatory Body for publishers of OCC as required under Rule 12, with the intent to empower consumers to make informed viewing choices.

The DPCGC will have an OCCP Council composed of publishers of OCC as members and an independent Grievance Redressal Board [GRB] -- consisting of a chairperson and six members. The GRB will be chaired by a retired Supreme Court/High Court judge, and the members would comprise eminent persons from the media and entertainment industry, experts from various fields including child rights, minority rights and media law.

The GRB will oversee and ensure the alignment and adherence to the Code of Ethics by the OCCP Council members, provide guidance to entities on Code of Ethics, address grievances which have not been resolved by the publisher within 15 days and hear grievances/appeals filed by complainant(s).

Subho Ray, President, Internet and Mobile Association of India, said: "IAMAI and members of the DPCGC are deeply committed to protecting consumer rights and empowering consumers with the right tools to make informed decisions, as well as have their grievances addressed. The formation of this body is an important step towards consumer choice, as more and more people are viewing content online."

IAMAI has notified the Ministry of Information and Broadcasting that they are in the process of forming the DPCGC and has also shared a list of publishers who have confirmed to be members of the Council. So far, IAMAI has received confirmation from 10 publishers, including 1.) Alt Balaji 2.) Amazon Prime Video 3.) Arha Media 4.) Firework 5.) Hoichoi 6.) Hungama 7.) Lionsgate Play 8.) MX Player 9.) Netflix and 10) Shemaroo. IAMAI is also awaiting confirmations from several other such digital publishers.

The creation of Digital Publishers Content Grievances Council (DPCGC) is a significant step in ensuring that publishers of OCC are compliant with IT rules 2021. The Digital Publishers Content Grievances Council will serve as a transparent and open channel to effectively address consumer grievances. As part of the process to be compliant, this newly formed body is an important step towards consumer empowerment and choice.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 16 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Sixteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a



recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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