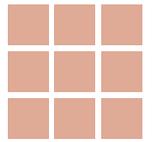


2nd
Annual Report
2008-09

News Broadcasters Association





News Broadcasters Association Board of Directors



G. Krishnan
President



Sameer Manchanda
Vice President



K.V.L. Narayan Rao
Honorary Treasurer



Barun Das



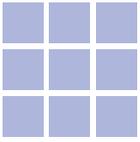
Chintamani Rao



Rajat Sharma



Shazi Zaman



News Broadcasters Association

Board of Directors

Mr. G. Krishnan TV Today Network Ltd.	President
Mr. Sameer Manchanda ibn18 Broadcast Ltd.	Vice President
Mr. K.V.L. Narayan Rao New Delhi Television Ltd.	Honorary Treasurer
Mr. Chintamani Rao Times Global Broadcasting Company Ltd.	
Mr. Barun Das Zee News Ltd.	
Mr. Rajat Sharma Independent News Service Pvt. Ltd.	
Mr. Shazi Zaman Media Content & Communications Services (India) Pvt. Ltd.	

Secretary General

Mrs. Annie Joseph

Auditors

S.S. Kothari Mehta & Co
Chartered Accountants

Bankers

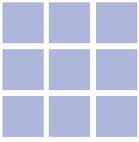
Bank of India

Registered Office

101-103, Paramount Tower
C-17 Community Center
Janakpuri
New Delhi - 110 058

Correspondence Address

ME - 5, Sah Vikas Apartments
68 Patparganj
Delhi - 110092



Message from President, NBA
September 2, 2009



G. Krishnan
President

I am glad to present the Second Annual Report of the News Broadcasters Association, outlining the key initiatives we have accomplished in the past year.

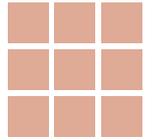
The Board's vision of self-regulation by a "jury of peers" for content matters translated into a reality when the nine member News Broadcasting Standards Authority chaired by Justice (Retd) J. S. Verma, former Chief Justice of India and former Chairperson of the National Human Rights Commission became operational from October 2, 2008. The Authority has been meeting regularly. Besides looking into viewer complaints, the Authority has also taken initiatives for improving broadcasting standards. It has in consultation with the Editors laid down "Guidelines for telecast of news during emergency situations" and "Specific guidelines for reportage" for journalists to follow. The Authority had also been prompt in issuing advisories during the Mumbai terror attacks and Kasab trial etc. Such actions by the Authority have helped journalists in reporting sensitive events in a balanced manner.

To avoid any Government interference, we must ensure the self regulation model adopted by the news broadcasters is vigorously pursued by all of us. I am sure the Government would walk along with the NBA to recognize its Code of Ethics and the Redressal Regulations and make it part of the Programme Code under the Cable TV Rules as done in the case of ASCI. Needless to mention the initiative of NBA has found mention and appreciation in various forums.

The second year has again been a busy year. Several issues have been collectively taken up. In some we have met with success and in some we have not. The economic slow down has impacted all of us. This has also impacted the growth of the NBA as envisaged; and we could not expand our membership base significantly. Only one broadcaster joined the NBA family. The lack of funds has stalled the expansion of the scope of activities of NBA which included research, training, scholarship, awards etc. Such activities would provide value addition to our membership. I am sure news broadcasters especially regional broadcasters would see the value of being associated with the News Broadcasters Association and make the choice to join the NBA.

I owe a debt of gratitude to the Office Bearers, Board Members and all the Members of the NBA for the support I have received in my second year as President NBA. It has been an enriching experience for me. Thank you for your support.

On behalf of myself, the NBA Board and the Members of the NBA, I would also like to place on record our sincere gratitude to the Chairperson and Members of the NBA Authority for their unstinted support and time to ensure that the self regulation mechanism chosen by the news broadcasters has been translated into reality.



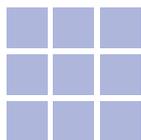
In running the affairs of the NBA Secretariat, Mrs. Annie Joseph, Secretary General has helped shape the vision of NBA. She has efficiently managed the Authority, besides liaising with Government Departments, I&B Ministry and TRAI. Her dedication and acumen is unparalleled and I am sure she will continue to contribute wholeheartedly to the betterment of NBA. She was ably assisted by Mr. Anup Bhambhani, Legal Counsel, Mr. M. Jayaraman and Mr. R. Venkataraman, Financial Consultants, Mr. Ajay Jain, Corporate Consultant and Mr. Chanderek Nainta, Manager, NBA.

We will continue in our collective endeavour to keep news broadcasting standards high.

Best wishes,

A handwritten signature in blue ink, appearing to read 'G. Krishnan'.

G. Krishnan



Notice

NOTICE is hereby given that the 2nd Annual General Meeting of the Members of News Broadcasters Association will be held on Wednesday, the 23rd September, 2009, at 12.00 noon at Magnolia Hall, India Habitat Centre, Lodhi Road, New Delhi – 110 003, to transact the following business:-

Ordinary Business:

1. To receive, consider and adopt the Audited Balance Sheet as at March 31, 2009 and the Income and Expenditure Account for the period ended on that date together with Auditor's Report and Directors Report thereon and for the purpose, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

"RESOLVED THAT the Balance Sheet as at March 31, 2009, and Income and Expenditure Account for the period ended on that date, together with Auditor's Report and Directors Report thereon, be and are hereby approved and adopted".

2. To re-appoint M/s S.S.Kothari Mehta & Co., Chartered Accountants, as Statutory Auditors of the Association, to hold office from the conclusion of this meeting until the conclusion of the next Annual General Meeting and to fix their remuneration and for the purpose, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

"RESOLVED THAT M/s S.S. Kothari Mehta & Co., Chartered Accountants, the retiring Statutory Auditors be and are hereby re-appointed as Statutory Auditors of the Association from the conclusion of this meeting until the conclusion of the next Annual General Meeting at a remuneration as may be determined by the Board of Directors of the Association"

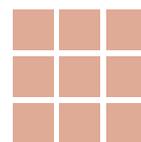
Special Business:

3. To consider and if thought fit, to pass with or without modification(s) the following resolution as an Ordinary Resolution:

"RESOLVED THAT Mr. Rajat Sharma who was appointed as a Permanent Director of the Association by the Board of Directors subject to approval of General Body Meeting and who holds office up to the date of this Annual General Meeting and in respect of whom the Association has received a notice in writing from a Member proposing his candidature for the office of Directorship duly seconded by another Member, be and is hereby appointed as a Permanent Director of the Association, not liable to retire by rotation, in terms of the provisions of Article 17 of the Articles of Association."

4. To consider and if thought fit, to pass with or without modification(s) the following resolution as a Special Resolution:

"RESOLVED THAT pursuant to the provisions of Section 31 and all other applicable provisions of the Companies Act 1956, and also provisions of any other applicable laws, rules and regulations (including any amendment thereto or re-enactment thereof for the time being in force) and subject to the approvals, consents, permission and sanctions of the Central Government and any other appropriate and or concerned authorities, and subject



to such conditions and modifications as may be prescribed by any one of them in granting such approvals, consents, permissions and sanctions, which may be agreed to by the Board of Directors of the Association, after necessary modifications, consent and approval of the Members of Association be and is hereby accorded to a new Article 3A for insertion to the existing Article 3 of Articles of Association”.

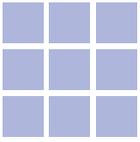
“3A: Prevention of Concentration of Voting Rights

- (i) The Board may, in its absolute discretion, decline to make any body corporate a Member, if in the opinion of the Board grant of such membership may result in the concentration of voting power in the hands of a corporate entity or a group of corporate entities (either through subsidiary companies or holding companies or otherwise);
- (ii) In the event of change in the shareholding pattern of a Member, the Board may in its absolute discretion, convert the membership status of a corporate body from Member to Associate Member if in the opinion of the Board, by reason of such change there may result a concentration of voting power in the hands of a corporate entity or a group of corporate entities; and re-convert such membership status back to Member if there is further change in its shareholding pattern making it eligible to be Member; and the decision of the Board in this regard shall be final;
- (iii) The foregoing articles shall apply equally to Members who were enrolled as such at the time of establishment of the Association”.

Place: New Delhi
Date: September 2, 2009

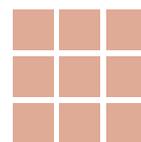
By Order of the Board of Directors of
News Broadcasters Association

Annie Joseph
Secretary General



NOTES:

1. Member entities should provide Board Resolution under Section 187 of the Companies Act, 1956 authorising person(s) who will represent them at the Annual General Meeting. Such person(s) shall be deemed to be member present in person.
2. A Member entitled to attend and vote is entitled to appoint a proxy to attend and vote instead of himself and the proxy need not to be a Member. The proxy, in order to be valid must be deposited at the Registered Office of the Association not later than 48 hours before the commencement of the meeting.
3. The Explanatory Statement pursuant to Section 173 (2) of the Companies Act, 1956 is annexed hereto.
4. Members are requested to bring their copy of the Annual Report to the Meeting.
5. No person other than the authorized representative of the Member entity or his/her duly appointed proxy as aforesaid shall be entitled to attend the Annual General Meeting of the Association.
6. Members desirous of having any information on Accounts are requested to send their queries to NBA at its Registered Office, at least seven days before the date of the AGM, to make the requisite information available at the meeting.
7. Members/ Proxies attending the meeting are requested to bring the attendance slip, as appended to this Notice, duly filled in and present the same at the venue of the Annual General Meeting. No photocopies of the attendance slip will be accepted.



Explanatory Statement Pursuant to Section 173(2) of the Companies Act, 1956

Item No. 3

The Board of Directors of the Association, during the year appointed Mr. Rajat Sharma as a Permanent Director subject to approval of General Body Meeting on the Board of NBA. The office of his Directorship expires on the date of this Annual General Meeting. The Association has received a notice in writing from one Member proposing his candidature, which has been duly seconded by another Member, for his appointment as Director, who will be Permanent Director and not liable to retire by rotation under Article 17 of the Articles of Association of NBA.

The Board of Directors therefore recommends the Resolution to be passed by the Members as Ordinary Resolution.

None of the Directors except Mr. Rajat Sharma in respect of whom the Resolution is being moved is concerned or interested in this Resolution.

Item No. 4

To ensure smooth, proper and harmonious functioning of the Association, the NBA Board decided to add an additional Article to the existing Article 3 of the Articles of Association relating to "Prevention of Concentration of Voting Rights". The Board observed that the proposed alteration to the Article is consistent with the Memorandum of the Association and is in conformity with the provisions of the Companies Act along with rules or regulations made there under for the time being in force.

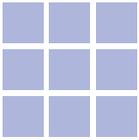
The Board of Directors therefore, recommends the Resolution to be passed by the Members as a Special Resolution.

None of the Directors is concerned or interested in the aforesaid Resolution.

Place: New Delhi
Date: September 2, 2009

By Order of the Board of Directors of
News Broadcasters Association

Annie Joseph
Secretary General



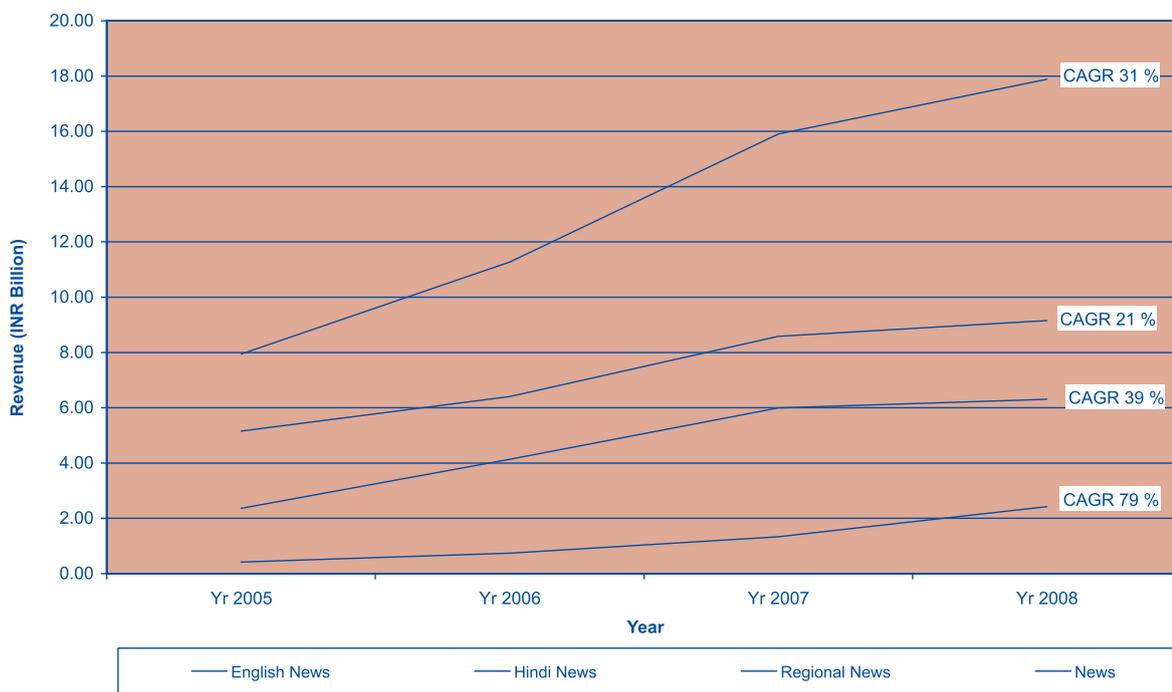
Section I

Management Report for the Year 2008-09

Industry overview

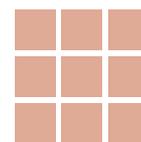
According to the FICCI-KPMG Media & Entertainment Industry Report 2008, India's media and entertainment industry stood at INR 584 billion in 2008, a growth of 12.31% over the previous year. The television industry is at INR 240.5 billion which is a growth of 13.82%. Television viewing has continued to grow over the last few years with several English, Hindi & Regional language channels becoming operational. This has translated into substantial growth in viewership. The slow down of the economy with lower advertising spends by advertisers has impacted the advertising revenues of broadcasters across genres.

Advertisement Revenue

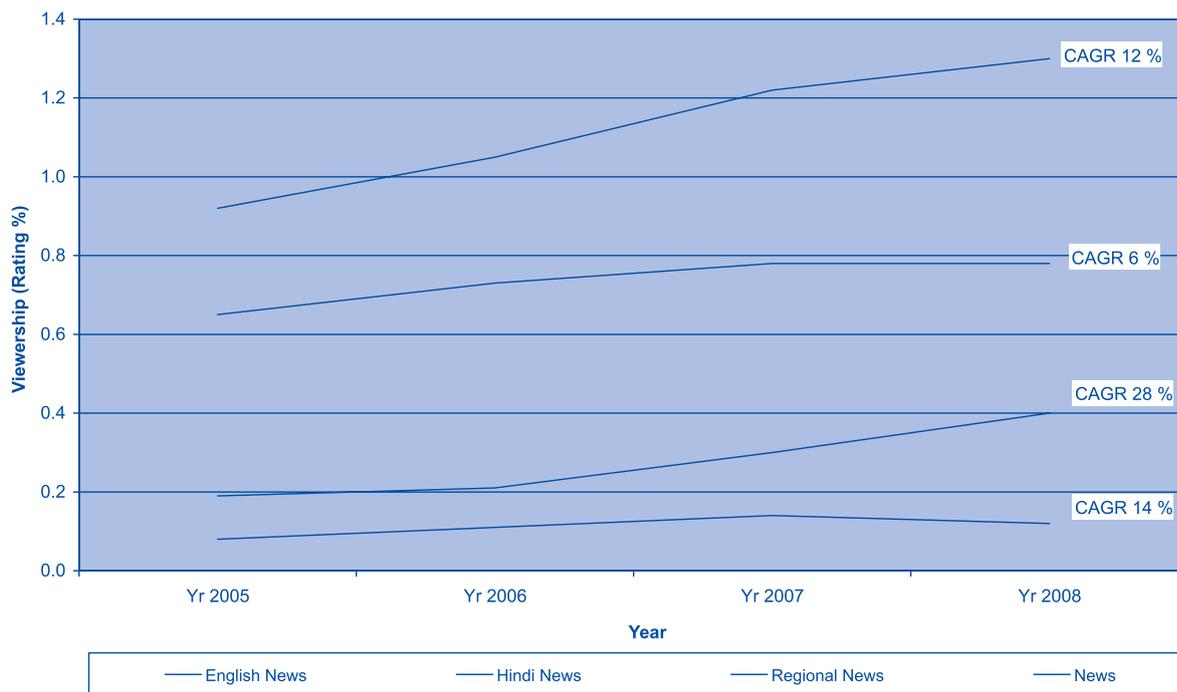


Source : FICCI-KPMG Media & Entertainment Industry Report - 2009

During the years 2005 – 2008, the revenue of news channels grew at a Compounded Annual Growth Rate (CAGR) of 31% where English news channels grew by 39%, Hindi news channels by 21% and regional news channels by 79%. If one looks at the change with respect to previous year 2007 – 2008 news channels revenue increased by 12% (English news channels 5%, Hindi news channels 7%, Regional news channels 82%).



Viewership (Rating %)



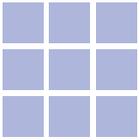
Source : TAM

According to TAM reports the viewership of news channels grew at a Compounded Annual Growth Rate (CAGR) of 12% where English news channels viewership grew by 14%, Hindi News channels by 6% and Regional News channels by 28%. Compared to the previous year 2007-08 the viewership of news channels grew by 7% (English down 14%, Hindi unchanged, Regional up 33%).

Despite the fact that the economic slow down had impacted across industries, including the media industry, the Government did not consider it fit to treat the print and the electronic media on the same footing. The only source of advertisements of the Government is through the DAVP. The Government in the first instance decided to grant fiscal stimulus package for DAVP advertisements to the print medium and not to the electronic medium. It was equally disappointing that despite our representation before the Union Finance Minister and other Ministers and Government functionaries, the stimulus package for DAVP advertisements was extended only to the print medium.

It is gratifying to report that the present dispensation in the Ministry of I&B headed by Mrs. Ambika Soni, Minister for Information & Broadcasting has emphasized the need for self-regulation rather than Government imposed restriction on the electronic media. The Government wishes to see the self-regulation mechanism of the NBA to be a successful modal.

In the process of managing its policy environment, the Association draws constantly on the goodwill of the Government. During the year under review, the Association took up issues of concern of the news broadcasters with the Government and represented from time to time.



The Board Members called on the following individuals to discuss issues of concern:

- Mrs. Sonia Gandhi, Congress President & UPA Chairperson
- Mr. Pranab Mukherjee, Union Finance Minister
- Mrs. Ambika Soni, Union Minister for Information & Broadcasting
- Mr. Anand Sharma, the then Minister of State for Information & Broadcasting
- Mr. T.K.A. Nair, Principal Secretary to PM
- Mr. P.V. Bhide, Revenue Secretary
- Mrs. Sushma Singh, the then Secretary, Information & Broadcasting
- Mr. Ahmed Patel, General Secretary, AICC

Regulatory/ Content Related Matters Ministry of Information & Broadcasting

Meetings with Minister and Secretary of Information & Broadcasting

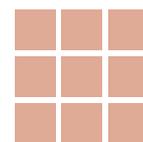
During the year under report meetings were held with Mr. Anand Sharma, the then Minister of State for Information & Broadcasting and Mrs. Sushma Singh, the then Secretary of Information & Broadcasting after the 26/11 attack and in particular to tackle reportage on any terror attack akin to Mumbai terror attack and the security issues concerning the country.

A meeting was held on 20.2.09 with Mrs. Sushma Singh, the then Secretary of Information & Broadcasting to apprise her of the initiatives taken by the NBA with regard to self-regulation and the formation of the News Broadcasting Standards Authority.

After formation of the new Government in June 2009, NBA has had two meetings with Mrs. Ambika Soni, Union Minister for Information & Broadcasting relating to the issues concerning the news & current affairs broadcasters. Some of the issues taken up by the NBA find mention in the report.

Sharing of Notices with NBA

The request by the NBA to the Ministry of Information & Broadcasting to share the notices issued to Broadcasters by Ministry of Information & Broadcasting under the Cable Television Networks Rules, 1994 for violation of the Programme Code did not find favour with the Ministry. However, subsequent to the formation of the Authority, the NBA has drawn the attention of the Minister for I&B in keeping with the spirit of the Right to Information Act, 2005 which mandates that the Government should act in a transparent manner and make available information to promote transparency and accountability in the working of the Government. Hence, the Government should in the said spirit share the information with the NBA. The reply is awaited from the Ministry.



Designated Spokespersons

Immediately after the Mumbai terror attack, the NBA and its Authority was of the considered view that the existing arrangement of availability only of PIB officials for dissemination of information had not worked in crisis situations. No such officials were even available during the Mumbai terror attack. The Government and its machinery had failed to give authentic and timely information to the media. Despite the failure of the Government machinery, the media alone had been wrongfully accused of disseminating information to the public, which was critical to the rescue operations. Hence, the NBA has requested the Ministry to appoint "Designated Spokespersons" who would give authentic, accurate and timely information to the media in crisis situations. Such an arrangement would ensure uniformity in information received by broadcasters from official sources and would reduce speculation. In view of the importance and immediate resolution it has been discussed and represented to Mrs. Ambika Soni, Union Minister for Information & Broadcasting to expedite the action on this issue. It is understood that the Government is looking into the matter and would be making an announcement soon.

Subtitling/Captioning by Broadcasters to take measures designed to ensure proper access to the differently abled

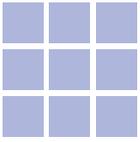
Based on a memorandum submitted by National Center for Promotion of Employment for Disabled People, NBA received a communication from Information and Broadcasting Ministry regarding sub-titling of all television programmes and films. The letter stated that the Government has taken a decision that Doordarshan will go ahead with the subtitling/captioning of two prime time news broadcasts in Hindi & English and private broadcasters will also be advised to take measures designed to ensure proper access to the differently abled. The action by the private broadcasters would be reviewed quarterly by the Ministry.

The Ministry has been informed that at the beginning of all the bulletins all private news channels, both Hindi and English, provide text in both the languages to explain the story and are already heavily subtitled and captioned giving more than sufficient textual pointers, slugs, visual animations laced with texts, scrolls etc. Hence, NBA was of the view that there was no need for further sub-titling/captioning of television news programmes. The existing format across news channels adequately takes care of the requirement.

Directorate of Advertising & Visual Publicity (DAVP)

The Ministry of Information & Broadcasting announced a short term stimulus package only for the print media in February, 2009, by increasing the rate for DAVP advertisements by 10% and also waiver of 15% agency commission on DAVP rates with effect from 28-02-2009 till 30-06-2009, which has been subsequently extended till 31.12.09 in the Union Budget 2009-10. This 'Special Relief' was subject to documentary proof of loss of revenue in non-governmental advertisements.

Since the package was intended only for the print media, the NBA protested to DAVP, complaining as to how the Government had come to the conclusion that the slow down had impacted only the print media and not the electronic media.



NBA also represented this issue before Mrs. Ambika Soni, Union Minister for Information and Broadcasting and also took up with Mr. Pranab Mukherjee, Union Minister for Finance in relation to his budget proposals. NBA has requested that without being discriminatory, the Government should extend the stimulus package to the electronic media as well. There is no response from the Government in this regard as yet.

Brand Extension Advertisements –Amendments to Cable Television Networks Rules, 1994

As already reported in the previous year report, the Ministry of Information & Broadcasting had issued Notification dated 25.2.2008 and circular dated 10.3.2008, purporting to ban “brand extension advertising” under the garb of curbing so-called “surrogate advertising”. However, during the year, the Ministry of Information & Broadcasting vide Notification No. G.S.R. 138(E) dated 27.2.2009, amended the Cable Television Networks Rules, 1994, and inserted a new provision in Rule 7, in sub-rule (2), in clause (viii), after sub-clause (A), permitting brand extension advertisements, subject to compliance of the conditions mentioned in the said Rule.

However, the experience of advertising agencies has been that brand extension advertisements are not being approved by the Ministry of Information & Broadcasting, purportedly for want of some rules that are still required to be framed. NBA has represented to the Ministry of Information & Broadcasting to expedite the same, a reply to which is awaited.

Advisories issued by the Ministry of I&B

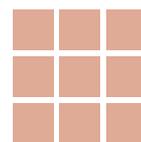
The Ministry of Information & Broadcasting has been issuing advisories on content related matters from time to time. These have been circulated to members for information and necessary action.

Media Consultative Committee Constituted by Ministry of I&B

Post the Mumbai terror attack on 26/11 the Ministry of I&B vide Office Memorandum dated 16.2.09, has constituted a Media Consultative Committee for media facilitation under the Chairmanship of Secretary, Information & Broadcasting. The terms of reference of the Committee are:

- i) To serve as a forum of regular consultations between Government and various professional media bodies.
- ii) To provide a platform for exchange of views on concerns of civil society.
- iii) To discuss concerns of media organisations on various regulatory/policy/procedural matters.
- iv) The Committee will meet at least twice a year or as and when necessary.

Among others, President NBA, is also a Member of the Committee.



Telecom Regulatory Authority of India (TRAI)

Consultation on Carriage/Placement Fee, Non-CAS Area Tariff Issues Before the TRAI Pursuant to Supreme Court Order.

Pursuant to the Supreme Court Order dated 13th May 2009 to the TRAI to consider de novo the non-CAS area tariff issues and also the feasibility of putting a cap on carriage fee/placement fee, the TRAI had organized a pre-consultation meeting on 24.6.09. NBA and other stakeholders participated in the said meeting. The TRAI has initiated the consultation process. Separate formats for collection of information have been prepared for various stakeholders by the TRAI. Ernst & Young have been engaged by the TRAI to advise them in the matter. The matter is under consideration by the NBA.

Consultation Paper on Cross Media Ownership

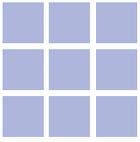
The Ministry of Information & Broadcasting had sought recommendations of TRAI on whether there is any need for cross media and ownership restrictions and whether the existing laws were adequate to address the concerns or should a separate legislation cover this important parameters of broadcasting sector.

Accordingly, the TRAI has issued a Consultation Paper on Cross-Media Ownership. The NBA participated in the consultation process and also submitted its response before the TRAI by stating that the TRAI must not regulate a field where such regulation is not necessary; and that the subject matter of the Consultation Paper is not one where there is any need for the TRAI to foist any regulations, since the free market is ensuring more than adequate competition and control; and the apprehensions expressed by the TRAI as the basis for regulation are misconceived. The recommendations have been submitted by the TRAI to the Ministry of Information & Broadcasting in February 2009.

Content Related Matters Affecting News Broadcasters pending in the Supreme Court and Delhi High Court

Common Cause Vs. Union of India : Civil Writ Petition No. 387 of 2000 pending before the Supreme Court of India, is a petition under Article 32 of the Constitution of India for issuance of a writ directing the Ministry of Information & Broadcasting and the Ministry of Home Affairs to prescribe norms and guidelines for observance by TV Channels, and to bring about conditions whereunder TV channels and producers adopt self-regulatory measures. NBA had applied for intervention in the matter; which intervention application has been allowed and NBA will be heard in the matter.

R.P.Arora & Ors Vs Union of India & Ors. : Civil Writ Petition No. 361 of 2008 pending before the Supreme Court of India, is a petition under Article 32 of the Constitution of India for issuance of a writ to prevent telecast of programmes and publishing materials which are not in conformity with the Programmes Code under Rule 6 of Cable Television Network Rules 1994 and Press Council of India norms. NBA has applied for intervention in the matter; which application will be considered by the Court in due course.



Dr. Surat Singh Vs Union of India & Ors. : Civil Writ Petition No. 316 of 2008 pending before the Supreme Court of India has been filed under Article 32 of the Constitution of India for issuance of a writ for ensuring effective enforcement of fundamental right of citizens (in this case Dr. Rajesh Talwar) in relation to police and media handling of the Aarushi murder case. NBA's intervention application has been allowed; and NBA will be heard alongwith Dr. Rajesh Talwar, who has also been impleaded in the matter. In the meantime, interim Order dated 22nd July 2008 is continuing in the matter in which the media has been directed by the Supreme Court to exercise restraint in reporting on the Aarushi case.

People's Union for Civil Liberties & Anr Vs The State of Maharashtra & Ors. : Criminal Appeal No. 1255 of 1999 which is pending before the Supreme Court of India arises from an Order passed by the Bombay High Court in Criminal Writ Petition No.1146 of 1997 in relation to encounter killings. NBA had sought to be heard in the matter by way of an intervention application, which application was allowed and NBA will be heard in the matter.

Act Now for Harmony & Democracy (ANHAD) & Anr. Vs Union of India & Ors : Civil Writ Petition No. 7368 of 2008 pending before the Delhi High Court has been filed under Article 226 of the Constitution of India seeking a judicial inquiry into the encounter killings at Batla House, New Delhi and for laying down guidelines for the police and the media regarding the publication of information obtained / claimed to be obtained during investigation. The National Human Rights Commission has filed its enquiry report on the Batla House encounter. The Court has allowed NBA to intervene in the case whereby NBA will make submissions to the Court on police-media interaction and related issues.

Sports Matters:

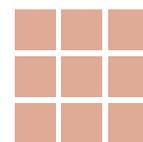
Use of Sports Footage

Discussions with Sports Broadcasters

As already reported in the last years report, an informal group of sports broadcasters comprising ESPN Star Sports, Zee Sports and Ten Sports approached the NBA to negotiate a Sports Code which would be mutually acceptable to the sports broadcasters and news broadcasters. Mr. Chintamani Rao was authorized by the Board to discuss on behalf of the NBA with the sports broadcasters. Since there was no amicable resolution between the sports broadcasters and news broadcasters on an acceptable sports code for sporting events (not restricted to cricket) the talks with sports broadcasters could not be carried forward. But, to bring uniformity among its members and rationale to the use of sports footage, the NBA members adopted a Voluntary Sports Code of Practice for use of /access to sports channel footage.

Suit filed by ESPN Star Sports

Despite the negotiations which were inconclusive, ESPN Star Sports chose to move the Delhi High Court by filing a suit for permanent injunction restraining/utilizing of cricketing footage against some news broadcasters; in which however the interim injunction Order sought was declined and the suit was dismissed on the ground that ESPN were required to have impleaded their principals. NBA sought intervention in the suit since it was under the aegis of the NBA



that negotiations were conducted by parties. ESPN preferred an appeal before a Division Bench against the dismissal of their suit, in which appeal the matter was remanded back to the Single Judge. NBA also sought intervention in the appeal; and was heard by the Division Bench. ESPN however subsequently withdrew the suit and hence the matter stands disposed of.

Intervention application filed by Prasar Bharati in the pending ESPN Star Sports matter in the Delhi High Court (RFA No. 25/08)

An intervention application was filed by Prasar Bharti in the ESPN appeal pending before the Division Bench of the Delhi High Court, which intervention was however not heard.

Suit filed by Prasar Bharati for use of Olympic Footage

Prasar Bharati held exclusive TV and radio rights in terms of the agreement between Prasar Bharti, Asia Pacific Broadcasting Union and Beijing Organizing Committee. Hence several broadcasters received letters from Mr. K.D. Kalpit, Deputy Director (Sports) Prasar Bharati, regarding unauthorized utilization of footage of Beijing Olympic Games 2008 telecast by Doordarshan and called upon broadcasters to immediately stop using footage of the Olympic events failing which they may be constrained to initiate appropriate legal proceedings against the broadcasters. To avoid any ex-parte orders, the broadcasters had filed Caveats in the Delhi High Court. Prasar Bharati filed a suit in the Delhi High Court in August 2008 seeking interim injunction Order against use of Olympic footage. As per the Order dated 21.8.08 however, no injunction was granted against new broadcasters and the Court merely observed that the broadcasters may use Olympics footage consistent with the principles of "fair dealing" as stated in Section 39 of the Copyright Act, 1957.

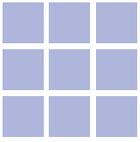
Contempt Application in Prasar Bharati Suit against Broadcasters in the Delhi High Court

Prasar Bharati also filed the civil contempt action against four broadcasters TV Today, NDTV, ibn18 & Times Now, amongst other on the premise that these broadcasters had violated the High Court Order dated 21.8.08 ; which contempt action was however subsequently withdrawn.

MSM Satellite (Singapore) Pte Ltd. – Actions against Member Broadcasters

Suit CS (OS) No. 633 of 2009 was filed against M/s TV Today Network Ltd. which was filed on 31st March 2009 claiming injunction against use of footage, in which matter the Court (S N Agarwal J.) granted an ex parte injunction Order dated 1st April 2009 limiting the use of footage to 30 seconds per news item. TVTN got this Order modified vide Order dated 17th April 2009 whereby a total 3.6 minutes of fresh footage, 1.12 minutes of fresh footage per hour of play and 2 repeats were permitted by consent of parties. The Court specifically observed that the Order in this matter was not to be treated as a precedent.

MSM then filed suit CS (OS) No. 893 of 2009 against MCCA, TGBCL, NDTV, India TV and iBN18 which was filed on 12th May 2009, again asking for the same relief, in which however no injunction order was granted by Court (again S N Agarwal J.) since parties appeared on caveat and opposed such injunction on 22nd May 2009.



Simultaneously with CS (OS) No. 893 of 2009 aforesaid, MSM also filed a separate suit CS (OS) No. 892 of 2009 against one M/s Associated Broadcasting Company Pvt. Ltd. (TV9 Karnataka, TV9 Gujarat etc.) which is not an NBA member, which also came up before the same Court (SN Agarwal J.) who granted an ex parte interim injunction against M/s Associated Broadcasting Company Ltd. on the same date 22nd May 2009.

MSM mentioned an Appeal FAO No. 219 of 2009 before a Division Bench of the Delhi High Court, citing the contradiction as between the two Orders dated 22nd May 2009 passed by the Single Judge in CS (OS) Nos. 892 of 2009 and in CS (OS) No. 893 of 2009 on the same set of facts. The Division Bench passed an interim Order dated 23rd May 2009 holding that news broadcasters must abide by of their earlier decision in ESPN Star Sports Vs. Global Broadcast News Ltd.

Subsequently at the hearing on 1.7.09, this appeal has been disposed off and parties have been sent back before the single Judge for further proceedings.

In the Prasar Bharati Vs. M/s TV Today Network Limited suit CS (OS) No. 1721 of 2008 the Delhi High Court (Reva Khetrpal J.) had only observed that parties will not telecast the sports broadcaster's footage except in so far as it is consistent with fair dealing.

NBA-ESPN Footage Sharing Norms – ICC World Twenty20 2009

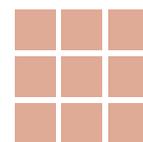
The NBA and ESPN successfully negotiated footage sharing norms for ICC World T20 matches for the year 2009 matches which commenced from 5th June, 2009. Members of the NBA could thus use footage of ICC World T20 telecast live by ESPN STAR Sports and STAR Cricket without payment to the sports broadcaster, within agreed parameters.

Industry Matters:

Indian Society of Advertisers - Tickers during Ad Break

Arising from complaints made by ISA members, Mr. Bharat Patel, Chairman, ISA, informed the President, NBA, that the Executive Committee of ISA had decided to write to NBA requesting members to stop running scrolls when advertisements are being broadcast. In reply President, NBA, informed the Chairman, ISA, that the request was considered by the members and it came to a collective view that ticker during ad breaks is a content decision and should be left to broadcasters. To understand their concerns, it was the view of the NBA that a need for clearer definition of the Do's and Don'ts. Since the proposal made by NBA was not acceptable to the ISA, conditional RO's were received by the broadcasters threatening non-payment of the bills. Thereafter for an amicable solution a meeting was held between NBA, ISA, AAI and marketing heads of broadcasters it was agreed as under:

“For the Non Business English News Channels, one standard maximum ticker size will be around 40 pixels (out of a 576 pixel size of the screen and 520 pixels of maximum visible area). This is same as current bottom ticker which is run by “Times Now” Channel which occupy approximately 7% of screen height. For the Vernacular Non Business News Channels would have a tickers size of around 45 pixels to accommodate for the “Matras” in the script.



As regards the Business Channels it was agreed that during Non Market hours, the Business Channels will carry the same ticker specs as the Non Business Channels. However, during Market Hours the Business Channels have said that they would need to have two tickers of 40 pixels each. However, ISA did not agree to this 80 pixels (two tickers) during the market hour.

No ad or commercial messages (including program promotions) will be run in the ticker. The tickers will also not carry animation or anything that distracts from commercial message.

All the above will be implemented before the 20th June 2009.

The only exception days to these guidelines are the National Union Budget (Budget Day + next day) and General/State election counting days (counting day + next day). The changes on these days will be shared with ISA and advertisers before implementation”.

Non business channels (Hindi, English & Vernacular) and business channels during non market hours have implemented 40/45 pixel size w.e.f 20.6.09. However, negotiations are on between the ISA and NBA for an amicable resolution to allow business channels to run two tickers in 60 pixels during market hours.

Pre-Budget Memorandum 2009-10

NBA participated in the pre-budget discussions chaired by Additional Secretary, Ministry of I&B and submitted budget proposals to the Ministry of Information & Broadcasting. Thereafter a pre-budget memorandum was submitted to the Finance Minister. Essentially, the thrust of the discussions, other than reduction of duties, have been on:

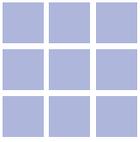
- i) Removal of service tax on advertising and bringing it at par with the print media
- ii) Fringe Benefit Tax
- iii) Fiscal stimulus package (DAVP Advertisements)

While presenting the budget proposals for the year 2009-10, the Hon'ble Finance Minister abolished FBT on corporates. The long standing demand of the broadcast industry for removal of service tax on advertising and bringing it at par with the print media found no favour with the Ministry. Similarly the Government did not extend the DAVP stimulus package to the electronic media.

The NBA has represented once again in the post budget memorandum and urged the Government to extend the fiscal stimulus package to electronic media too and withdraw service tax to bring it at par with the print media.

Information Technology (Amendment) Act, 2008.

The Information Technology (Amendment) Act 2008 was passed by both Houses of Parliament on 23.12.08. The Act was notified after the assent of the Hon'ble President on 5.2.09. The Ministry of Communications & Information Technology, Department of Information Technology



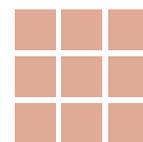
had prepared draft Rules under IT Amendment Act 2009 in relation to 7 Sections of the Act. It was found that 4 Sections of the Act were detrimental to the news broadcasters as these related to interception, monitoring and decryption of information, blocking for public access of any information generated, transmitted, received, stored or hosted in a computer resource, monitoring and collecting traffic data or information and appointment of an agency of the Government to be called the Indian Computer Emergency Response Team (CERT-In). These rules, if framed, give powers to officers of various ranks in the Government of India to block websites and content in the interest of sovereignty or integrity of India, defence of India, security of the State, friendly relations with foreign States, public order and preventing incitement to the commission of any cognizable offence relating to the above. Since these rules were affecting news broadcasters, NBA made a detailed representation to the Government and submitted that the following suggestions be considered and incorporated before finalization of the draft Rules:

- That the draft Rules be amended and modified so as to ensure that at least news websites that disseminate news and information are excluded from the power of being monitored or blocked in purported exercise of powers under the said Act and said Rules;
- That the possibility of curtailment of freedom of expression and freedom of exchange of ideas through web-logs (blogs) is also eliminated from the said Rules;
- That power under the said Rules be made exercisable only by a Committee of persons, including at least one eminent member from the print and/or electronic media fraternity and one retired jurist (perhaps a retired Chief Justice of a High Court or a retired Judge of the Supreme Court);
- Accountability be infused into the operation of the said Act by specifying officers who will be liable for misuse of its provisions;
- Time frame for review of orders/directions made under the said Act be shortened so that any misuse may be corrected at the earliest.
- Before finalisation of the draft Rules, there must be consultation with the stake holders and be given a personal hearing.

The matter has been taken up with the higher authorities in the Ministry of Information Technology and others in the Government. A response to which is awaited.

Parliamentary Standing Committee on Personnel, Public Grievances, Law & Justice - Rajya Sabha – Amendment to Representation of the People (Second Amendment) Bill, 2008

Parliamentary Standing Committee on Personnel, Public Grievances, Law and Justice under the Chairmanship of Dr. E.M. Sudarsana Nachiappan, M.P., Rajya Sabha, was considering the amendments to the Representation of the People Act, 1951 vide the Representation of the People (Second Amendment) Bill, 2008, which purport to ban the telecast of exit polls until the last phase of polling is over; and visits violation of such ban with extreme penal consequences for directors, editors and other employees of an erring media organization.



The NBA made a representation to the Committee and, inter alia, informed the Committee that the press derives its freedom from a Constitutional provision, namely Article 19(1)(a) which guarantees the right to freedom of speech and expression and any “reasonable” curtailment of the freedom available under Article 19(1)(a) of the Constitution is permissible only on the grounds specified in Article 19(2), which grounds are : (i) interests of the sovereignty and integrity of India (ii) security of the State; (iii) friendly relations with Foreign States; (iv) public order; (v) decency or morality or (vi) in relation to contempt of Court (vii) defamation or (viii) incitement to an offence.

Therefore, the ban on exit polls sought to be imposed by law, does not legitimately relate to any of the grounds contained in Article 19(2) of the Constitution; and accordingly, the amendment sought to be made would not pass Constitutional muster.

Banning an exit poll or its broadcast would evidently amount to preventing dissemination of information legitimately collected, which the law abhors. The NBA submitted that clearly, a political party that believes it is heading towards victory would welcome such broadcast; and only a political party that wants to mislead voters into believing it has more support than it actually does, would favour such ban. Such a position however cannot be countenanced; much less can a law be framed that permits such position. Free and fair elections must imply elections by informed voters, who receive information until the last minute before they exercise their franchise. Media cannot be gagged to serve the interests of any class or group of persons, which is precisely what, would be achieved by a ban on exit polls.

NBA submitted to the Committee that the proposed amendments are neither based on any legitimate concerns nor on any empirical data in relation to exit polls. Such a major amendment, which amounts to infringement of a fundamental right cannot be made such tenuous basis. NBA urged the Standing Committee to decline to accept the amendments suggested in the Bill. The Standing Committee Report is awaited.

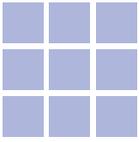
AC Nielsen ORG-MARG Pvt. Ltd. - Election Data 2009 General & Assembly Elections

NBA collectively negotiated with and engaged AC Nielsen ORG-MARG Pvt. Ltd. for election data, which was subscribed by both members & non members for the following elections held during the year:

- Five Assembly (Rajasthan, Delhi, MP, Chhattisgarh and Mizoram) elections December 2008
- General Elections (543 Parliamentary Constituencies) and Assembly Elections (Andhra Pradesh, Sikkim & Orissa) - May, 2009.

Lok Sabha Television

NBA had represented to Mr. Somnath Chatterjee, the then Lok Sabha Speaker that wide spread dissemination of information relating to the Parliament and its proceedings is in the highest interest of democracy and consequently in public interest, hence the decision to invoice members of NBA for use of excerpts/footage from Lok Sabha TV may be reviewed. With



no formal communication from the former Speaker in this regard, it was presumed that the representation had been accepted and the news broadcasters would not be invoiced. The members of NBA have however again received invoices from the Lok Sabha TV for the Union Budget & Railway Budget 2009-10; and the NBA has therefore again sent a representation to the present Lok Sabha Speaker Mrs. Meira Kumar drawing her attention to the pending issue.

Attack on Electronic Media

The NBA has condemned the attacks on journalists, cameramen and damage to television crew, equipment and vehicles belonging to member broadcasters. The NBA has voiced concern regarding the increasing violence and attack on journalists and media organizations and resentment against the media. The NBA has on such occasions appealed to the respective Governments to restore law and order and ensure that journalists are allowed to perform their duty in a free and fearless manner.

Corporate Matters:

Amendments to the Articles of Association

To ensure smooth, proper and harmonious functioning of the Association, the NBA Board decided to add an additional Article to the existing Article 3 of the Articles of Association relating to "Prevention of Concentration of Voting Rights" and passed a Resolution at its meeting held on 8.7.09 to this effect. The issue of this amendment to the Articles will be put to the Annual General Body Meeting scheduled for 23rd September 2009 for approval as a Special Resolution.

Membership

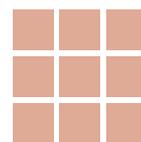
During the period under report only one broadcaster was enrolled as a member of the NBA. Four new channels were launched by the existing members, which have also been included in the existing membership. The Association's membership stood at 14 news broadcasters comprising 34 channels. A list of members, with channels, is attached at **Annexure -1**.

IT exemption under Section 12AA and Section 80G of the Income Tax Act, 1961

The Director of Income Tax (E), Delhi vide letter dated 9.1.09, has issued Order of Registration u/s 12AA, read with Section 12A of the Income Tax Act, 1961 to the NBA from the assessment year 2009-10 onwards and has also issued Order dated 9.1.09, u/s 80G(5)(vi) of the Income Tax Act, 1961 granting exemption for the period 9.9.08 to 30.8.10.

Appeal before Income Tax Tribunal regarding NBA Income Tax matter.

The application seeking registration u/s 12A of the Income Tax Act had been rejected by the Director of Income Tax (Exemptions), Delhi on the grounds that the NBA had not commenced



its charitable activities .Thereafter fresh application was filled for exemption which has been granted for the assessment year 2009-10 onwards. An appeal was filed before the Income Tax Appellate Tribunal (ITAT) Delhi Bench for getting exemption with retrospective effect i.e. since the inception of the NBA.The Income Tax Appellate Tribunal (ITAT) has started the hearing in the matter. Mr. Narayan Rao, Honorary Treasurer is assisting NBA in the matter.

Office Bearers for 2008-09

In terms of Article 26 of the Articles of Association the following Directors were appointed office bearers of the Association for the year 2008-09:-

- President - Mr. G. Krishnan (TV Today Network Ltd.)
Vice President - Mr. Sameer Manchanda (ibn18 Broadcast Ltd.)
Honorary Treasurer - Mr. K.V.L. Narayan Rao (New Delhi Television Ltd.)

Change in Directorship

Mr. Rajat Sharma (Independent News Service Pvt. Ltd.) was appointed as a Permanent Director on the Board of NBA in place of Mr. Rohit Bansal.

Meetings of Board of Directors

The Board of Directors met 8 times during the year under report and all the meetings were held in New Delhi.

Meeting of Sub Committees

a) HR Sub Committee.

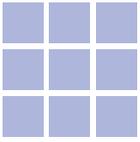
The HR Sub Committee met three times during the period under review. These meetings were chaired by Mr. G. Krishnan, President NBA & Mr. Ashok Venkataramani, CEO Star News.

b) Commercial issues Sub Committee

This Sub Committee under the Chairmanship of Mr. Ashok Venkataramani, CEO Star News met six times during the period under review.

NBA Website

The NBA website had been hosted on 6.1.09, and can be logged on www.nbanewdelhi.com. The website, among other information, has a complete section on the News Broadcasting Standards Authority, Code of Ethics and the Redressal Regulations Guidelines etc. The website also has important links of other Government and other Broadcasting organizations to facilitate gathering of information on legislations, rules, regulations etc relating to the broadcasting sector and other allied sectors.



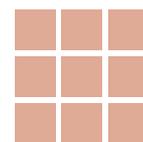
The News Broadcasting Standards Authority

Attached is a separate report (Section-II) in relation to the News Broadcasting Standards Authority.

Place: New Delhi
Date: September 2, 2009

By Order of the Board of Directors of
News Broadcasters Association

G. Krishnan
President



Directors' Report to the Members

The Directors have pleasure in presenting the Second Annual Report of your Association together with Audited Accounts for the period from April 1, 2008, to March 31, 2009.

Financial Review

Your Association has reported an Income from subscription of Rs. 70,25,000 and incurred an expenditure of Rs.43,13,034 during the period ending 31st March 2009. Out of the excess of Rs. 29,85,861, an amount of Rs.18,77,483 has been transferred to Special Reserve.

Membership of Association

The number of Members of the Association as at March 31, 2009 was 14.

Auditors & Auditors' Report

M/s S. S Kothari Mehta & Co., Chartered Accountants, Statutory Auditors of the Association, hold office until the conclusion of the forthcoming Annual General Meeting and are eligible for re-appointment. The Association has received letter from them to the effect that their appointments, if made, would be within the prescribed limits under Section 224(1-B) of the Companies Act, 1956 and also that they are not otherwise disqualified within the meaning of sub section (3) of Section 226 of the Companies Act, 1956, for such appointment.

The Statutory Auditors' Report on the Accounts of the Association for the financial year ended 31st March, 2009 is self explanatory and do not require further comments in the Directors' report.

Report on Conservation of Energy, Technology Absorption, Foreign Exchange Earnings and Outgo etc.

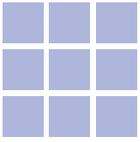
Information in accordance with the provisions of Section 217(1)(e) of the Companies Act, 1956 read with the Companies (Disclosure of Particulars in the Report of Board of Directors) Rules, 1988 regarding Conservation of Energy and Technology Absorption is not disclosed as the same is not applicable to the Association, being a Association. Association has no foreign exchange earnings and outgo during the period.

Particulars of Employees

There were no employees of the Association who received remuneration in excess of the limits prescribed under Section 217(2A) of the Companies Act, 1956 read with the Companies (Particulars of Employees) Rules, 1975.

Directors' Responsibility Statement

Pursuant to Section 217(2AA) of the Companies Act, 1956, it is hereby confirmed:



- (i) that in the preparation of the annual accounts, the applicable accounting standards had been followed;
- (ii) that the Directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Association at the end of the accounting year and of the surplus of the Association for that year;
- (iii) that the Directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the Association and for preventing and detecting fraud and other irregularities;
- (iv) that the Directors had prepared the annual accounts on a going concern basis.

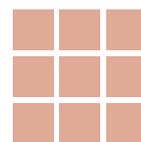
Acknowledgements

The Board of Directors wish to place on record their appreciation for the support and cooperation extended by every Member of the Association, the Secretariat, its Bankers, and valuable contribution made by the Consultants, Counsels and officials of the Member Companies.

For and on behalf of the Board of Directors

Sd/-	Sd/-	Sd/-
G. Krishnan	Sameer Manchanda	KVL Narayan Rao
President	Vice President	Honorary Treasurer

Place: New Delhi
Dated : August 17, 2009



Report of the Auditors to the Members

We have audited the attached Balance Sheet of News Broadcasters Association as at 31st March 2009 and also the Income and Expenditure Account for the year ended on that date annexed thereto. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about, whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

Further we report that:

- a) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of our audit.
- b) In our opinion, proper books of accounts as required by law have been kept by the Company, so far as appears from our examination of the books.
- c) The Balance Sheet and Income and Expenditure Account dealt by this report are in agreement with the books of accounts.
- d) In our opinion the Balance Sheet and Income and Expenditure Account dealt with by this report comply with the mandatory accounting standards, to the extent applicable, specified by the Institute of Chartered Accountants of India referred to in sub-section (3C) of section 211 of the Companies Act, 1956.
- e) On the basis of written representation received from the Directors, as on 31st March 2009, and taken on record by the Board of Directors, we report that none of the Director is disqualified as on 31st March 2009 from being appointed as Director in terms of clause (g) of sub-section (1) Section-274 of Companies Act 1956.

In our opinion and to the best of our information and according to the explanations given to us, the said accounts give the information required by the Companies Act, 1956 in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- i) In case of Balance Sheet, of the state of affairs of the Company as at 31st March 2009;
- ii) In case of Income and Expenditure Account, of excess of income over expenditure of the Company for the year ended on that date.

For **S.S. Kothari Mehta & Co.**

Chartered Accountants

Sd/-

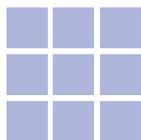
(Yogesh K Gupta)

PARTNER

M.NO. 93214

Place: New Delhi

Date: August 17, 2009



News Broadcasters Association : New Delhi Balance Sheet As At 31st March, 2009

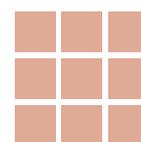
(Amount in Rs.)			
Particulars	Schedule	Current Year	Previous Year
Sources of Finance			
Entrance Fees	1	700,000	400,000
Reserves & surplus	2	5,803,005	2,817,144
Total		6,503,005	3,217,144
Application of Funds			
Fixed Assets:	3		
Gross Block		252,366	153,748
Less: Depreciation		84,882	15,375
Net Block		167,484	138,373
Current Assets, Loans and Advances	4		
Cash and Bank Balances		6,137,658	2,837,336
Loans and advances		-	330,000
Other Current Assets		272,895	-
Sub Total		6,410,553	3,167,336
Less Current Liabilities and Provisions	5	75,032	186,862
Net Current Assets		6,335,521	2,980,474
Preliminary Expenses (to the extent not written off)	6	-	98,297
Total		6,503,005	3,217,144
Significant Accounting Policies & Practices And Notes On Accounts	9		

The Schedule referred to above form an integral part of the Balance Sheet.
As per our Report of even date attached.

For **S.S. Kothari Mehta & Co.**
Chartered Accountants

Sd/- (Yogesh K Gupta) Partner	Sd/- G. Krishnan President	Sd/- Sameer Manchanda Vice President	Sd/- KVL Narayan Rao Honorary Treasurer	Sd/- Annie Joseph Secretary General
--	---	---	--	--

M.No. 93214
Place : New Delhi.
Dated : August 17, 2009



News Broadcasters Association : New Delhi Balance Sheet As At 31st March, 2009

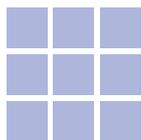
Income & Expenditure Account for the Year Ended 31st March, 2009			
(Amount in Rs.)			
Particulars	Schedule	Current Year	Previous Year
Income			
Subscription		7,025,000	4,275,000
Other Income		273,895	-
Total		7,298,895	4,275,000
Expenditure			
Establishment	7	1,574,996	749,581
Administrative & Other Expenses	8	2,570,234	668,326
Depreciation		69,507	15,375
Preliminary expenses written off		98,297	24,574
Total		4,313,034	1,457,856
Excess of Income over Expenditure		2,985,861	2,817,144
Balance Brought Forward		200,189	-
Less: Transferred to Special Reserve		1,877,483	2,616,955
Balance carried to the Balance Sheet		1,308,567	200,189
Significant Accounting Policies & Practices And Notes On Accounts	9		

The Schedule referred to above form an integral part of the Income & Expenditure Account.
As per our Report of even date attached.

For **S.S. Kothari Mehta & Co.**
Chartered Accountants

Sd/- (Yogesh K Gupta) Partner	Sd/- G. Krishnan President	Sd/- Sameer Manchanda Vice President	Sd/- KVL Narayan Rao Honorary Treasurer	Sd/- Annie Joseph Secretary General
--	---	---	--	--

M.No. 93214
Place : New Delhi.
Dated : August 17, 2009



News Broadcasters Association : New Delhi

Schedules 1 to 8 annexed to and forming part of the Balance Sheet as at 31st March, 2009 and the Income & Expenditure Account for the year ended on that date.

Schedule 1 Entrance Fees

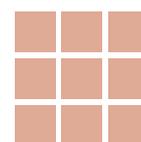
(Amount in Rs.)		
Particulars	Current Year	Previous Year
Opening Balance	400,000	-
Receipts for the year	300,000	400,000
Total	700,000	400,000

Schedule 2 Reserves & Surplus

(Amount in Rs.)		
Particulars	Current Year	Previous Year
Surplus		
As per Income & Expenditure Account	1,308,567	200,189
Special Reserve:		
Opening Balance	2,616,955	-
Transferred from Income & Expenditure Account	1,877,483	2,616,955
Closing Balance	4,494,438	2,616,955
Total	5,803,005	2,817,144

Schedule 3 Fixed Assets

Particulars	Gross Block			Depreciation				Net Block	
	Cost as at 01.04.2008	Additions	Cost as at 31.03.2009	As at 01.04.2008	For the year	Sale/ Adj.	As at 31.03.09	31.03.09	31.03.08
Computer & Installation	153,748	98,618	252,366	15,375	69,507	-	84,882	167,484	138,373
Total	153,748	98,618	252,366	15,375	69,507	-	84,882	167,484	138,373
Previous Year	-	153,748	153,748	-	15,375	-	15,375	138,373	-

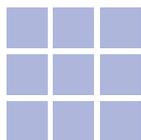


Schedule 4 Current Assets and Loans & Advances

(Amount in Rs.)		
Particulars	Current Year	Previous Year
Cash and Bank balances		
Cash in hand	9,840	3,652
Balance with Scheduled Bank		
- In Current Account	1,127,818	2,833,684
- In Fixed Deposit Account	5,000,000	
Sub Total	6,137,658	2,837,336
Loans and Advances		
Advances recoverable in cash & kind or value to be received	-	330,000
Sub Total	-	330,000
Other Current Assets		
Interest Accrued on Fixed Deposits	272,895	-
Sub Total	272,895	-
Total	6,410,553	3,167,336

Schedule 5 Current Liabilities & Provisions

(Amount in Rs.)		
Particulars	Current Year	Previous Year
Current Liabilities		
Sundry Creditors		
- Total outstanding dues to Micro & Small enterprises	-	-
- Total outstanding dues to creditors other than Micro & Small enterprises	70,828	180,630
Other Liabilities	4,204	6,232
Total	75,032	186,862



Schedule 6 Preliminary Expenditure

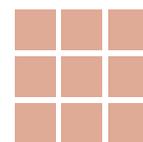
(To the extent not written off or adjusted)		(Amount in Rs.)
Particulars	Current Year	Previous Year
Opening Balance	98,297	122,871
Less: Written off during the year	98,297	24,574
Total	-	98,297

Schedule 7 Establishment Expenses

		(Amount in Rs.)
Particulars	Current Year	Previous Year
Salaries, Allowances & Other Benefits	1,574,996	749,581
Total	1,574,996	749,581

Schedule 8 Administrative & Other Expenses

		(Amount in Rs.)
Particulars	Current Year	Previous Year
Printing & Stationary	95,553	9,532
Legal & Professional Charges	1,477,746	292,349
Meeting Expenses	9,136	32,113
Miscellaneous Expenses	525	2,843
Communication Expenses	36,774	16,856
Travelling & Conveyance Expenses	397,645	203,060
Repair & Maintenance - Computer	13,877	-
Website Development Expenses	171,064	-
Rent	118,100	70,000
Newspaper & Periodicals	9,790	-
Authority Expenses	199,213	-
Auditors Remuneration:		
Audit Fees	37,502	38,203
Out of Pocket Expenses	3,309	3,370
Total	2,570,234	668,326



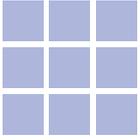
Schedule 9 Significant Accounting Policies And Notes To Accounts

A. Significant Accounting Policies

1. The Company follows the mercantile system of accounting and recognizes income and expenditure on accrual basis. The accounts are prepared on historical cost basis, as a going concern and are consistent with the generally accepted accounting policies.
2. Fixed Assets And Depreciation
 - (i) Fixed Assets are stated at cost inclusive of all related and other incidental expenses.
 - (ii) Depreciation on fixed assets is provided on Written Down Value method on pro-rata basis at the rates specified in Schedule XIV (as amended) to the Companies Act 1956.
3. Taxation
The company is exempt from tax on income under Section 11 of the Income Tax Act, 1961; hence no provision has been made for the same.
4. Entrance Fees
Entrance Fees is treated as corpus.

B. Notes To Accounts

1. In the opinion of the management, the value on realization of current assets, loans and advances in the ordinary course of activities would not be less than the amount at which they are stated in the Balance Sheet and provisions for all known liabilities has been made.
2. The Company is a Small & Medium sized Company (SMC) as defined in the general instructions in respect of Accounting Standards notified under the Companies Act, 1956. Accordingly, the Company has complied with the Accounting Standards as applicable to a Small & Medium sized Company.
3. Based on the information available with the Company, no balance is due to Micro & Small Enterprises as defined under the Micro, Small and Medium Enterprises Development Act, 2006 as on 31st March 2009. Further during the year no interest has been paid, accrued or payable under the terms of the said Act.
4. The Company is registered under Section 25 of the Companies Act, 1956 and further during the year it has got the registration under Section 12AA of the Income Tax, 1961. Accordingly, income is also exempted from Tax u/s 11 & 12 of the said Act. Therefore, provisions of the Accounting Standard, AS-22 on Accounting for Taxes on Income are not applicable on the Company.
5. In terms of the requirements of Accounting Standard, AS-26, Intangible Assets, Preliminary expenses not amortized have been fully written off during the year.
6. Company has got the registration under Section 12AA of the Income Tax Act, 1961 effective from the current year only. However, during the year Management has filed an appeal before the Appellate Tribunal for rejecting the application for registration in



respect of last year. Management of the Company is of the opinion that the same will be adjudicated in favor of the Company. Accordingly no provision has been considered for the provision for Income Tax in respect of the previous year.

7. Special reserve has been created under Section 11 of the Income Tax Act, 1961, by transferring the unutilised amount in excess of 15% of the total income, for the purpose of building the infrastructure of the Association with a view to achieve the objects stated in the Memorandum of Association.

8. Financial figures have been rounded off to the nearest rupee.

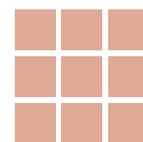
As per our Report of even date attached.

For **S.S. Kothari Mehta & Co.**

Chartered Accountants

Sd/-	Sd/-	Sd/-	Sd/-	Sd/-
(Yogesh K Gupta)	G. Krishnan	Sameer Manchanda	KVL Narayan Rao	Annie Joseph
Partner	President	Vice President	Honorary Treasurer	Secretary General

M.No. 93214
Place : New Delhi.
Dated : August 17, 2009



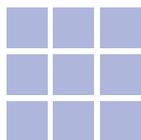
Balance Sheet Abstract and Company's General Business Profile

Additional Information as required under Part IV of Schedule VI of the Companies Act, 1956

I. Registration Details				
Registration No. U22211DL2007NPL165480				State Code : 55
Balance Sheet date :	31 Date	March Month	2009 Year	
II. Capital Raised during the year: NIL				
III. Position of Mobilisation and Deployment of Funds: (Amount in Rs thousands)				
Total Liabilities: 6503			Total Assets: 6503	
Sources of Funds (Amount in Rs thousands):				
Paid up Capital(Corpus): 700			Reserves & Surplus: 5803	
Secured Loans: Nil			Unsecured Loans: Nil	
Application of Funds				
Net Fixed Assets: 167			Investments: Nil	
Net Current Assets: 6336			Misc. Expenditure: Nil	
Accumulated Losses: Nil				
IV. Performance of the Company				
Gross Receipts (including interest & others): 7299			Total Exp: 4313	
Profit (before tax): 2985			Profit (after tax): 2985	
Earnings per share N/A			Dividend Rate N/A	
V. Generic Names of Principal Products/Services of the Company				
Item Code No (ITC Code)				
Product Description				

Sd/-	Sd/-	Sd/-	Sd/-
G. Krishnan	Sameer Manchanda	KVL Narayan Rao	Annie Joseph
President	Vice President	Honorary Treasurer	Secretary General

Place : New Delhi
Dated : August 17, 2009



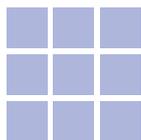
Annexure - 1

Members of News Broadcasters Association (NBA)

S.No.	Name of the Broadcaster Member	Channels
1	B.A.G Newline Network Ltd.	News 24
2	Broadcast Initiatives Ltd.	Live India
3	ibn18 Broadcast Ltd.	CNN IBN, IBN7
4	Independent News Services Pvt. Ltd.	India TV
5	INX News Pvt. Ltd.	News X
6	Media Content & Communications Services (India) Pvt. Ltd.	Star News, Star Majha & Star Anando
7	New Delhi Television Ltd.	NDTV24x7, NDTV India, NDTV Profit & NDTV Metronation
8	SUN TV Network Ltd.	Sun News, Gemini News & Udaya Varthagalu
9	Television Eighteen India Ltd.	CNBC TV18
10	Times Global Broadcasting Company Ltd.	Times Now, ET Now
11	TV Today Network Ltd.	Aajtak, Headlines Today, Dilli Aajtak & Tez
12	Ushodaya Enterprises Pvt. Ltd. (TV Division)	ETV2Telugu, ETV Uttar Pradesh /Uttaranchal, ETV Bihar / Jharkhand, ETVMadhya Pradesh/ Chattisgarh & ETV Rajasthan
13	UTV News Ltd.	UTVi
14	Zee News Ltd.	Zee News, Zee Business, Zee 24 Taas, Zee News – Uttar Pradesh & Zee 24 Ghantalu

1
-

-
1



Section II

News Broadcasting Standards Authority

◆ Operationalisation of News Broadcasting Standards Authority

News Broadcasting Standards Authority (formerly News Broadcasting Standards Disputes Redressal Authority) became operational w.e.f. 2.10.2008. The formation of the Authority was announced in a press conference addressed by Justice (Retd.) J.S. Verma, Chairperson, NBA Authority. It is gratifying to report that during its one year of existence, the Authority has received recognition for its self-regulation initiative not only from the Government but it also found mention in the Nariman Committee Report constituted by the Supreme Court, in relation to a matter - Destruction of Public & Private Properties. The Committee in its report has also observed as under:

“.....This Committee approves of the NBA model as a process that can be built upon both at the broadcasting service provider level as well as the industry level and would recommend that the same be incorporated as guidelines issued by the Hon’ble Supreme Court under Act 142 of the Constitution of India – as was done in Vishaka v. State of Rajasthan, (1997) 6 SCC 241 so that compliance can be enforced.....”

◆ Change of Title of the Authority

It was felt that apart from its role of deciding the complaints against member news broadcasters, an important facet of the role of the NBA Authority was also to provide guidance, among other things, for improving standards of television journalism. Hence, as suggested by the Authority, the NBA Board changed the title of the Authority from “News Broadcasting Standards Disputes Redressal Authority” to “News Broadcasting Standards Authority”.

◆ Composition of the News Broadcasting Standards Authority

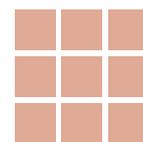
The Authority is headed by Justice (Retd.) J. S. Verma former Chief Justice of the Supreme Court of India & former Chairman of the National Human Rights Commission. The present Members on the Authority are:

Eminent Persons :

1. Mrs Chokila Iyer (former Foreign Secretary of India)
2. Prof Dipankar Gupta, (former Professor of Sociology, JNU)
3. Mr. Kiran Karnik (former President NASSCOM)
4. Mr. Nitin Desai (Economist & former Under Secretary General, United Nations)

Editors :

1. Mr. Milind Khandekar (Managing Editor, Star News)



2. Mr. Satish K. Singh (Editor, Zee News)
3. Ms. Sonia Singh (Senior Managing Editor NDTV 24x7)
4. Mr. Vinod Kapri, (Managing Editor, India TV)

The Chairperson and Members would hold office for a period of two years.

◆ Resignation/Appointment of Members

During the year under report the following members resigned from the Authority:

1. Mr. Ramachandra Guha, Historian (representing eminent person category)
2. Mr. B.V. Rao, Managing Editor, Zee News (representing Editor category)
3. Mr. Arnab Goswami, Editor-in-Chief, Times Now (representing Editor category)

Arising out of the above resignations, the following individuals have been appointed as Members for the remaining part of the term of the Authority:

1. Mrs. Chokila Iyer, former Foreign Secretary of India (representing eminent person category)
2. Mr. Satish K. Singh, Editor, Zee News (representing Editor category)
3. Ms. Sonia Singh, Senior Managing Editor NDTV 24x7 (representing Editor category)

◆ Meetings of the Authority

The Authority met 7 times during the year and all the meetings were held in New Delhi.

◆ Issuance of Guidelines / Advisories

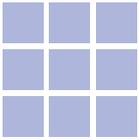
Apart from its role of deciding complaints, a very important role of the Authority is to lay down principles and norms for improving broadcasting standards to provide guidance to member broadcasters. During the year the following guidelines/advisories were issued and are annexed to the Report:

- Advisory dated 27.11.08, subsequent to Mumbai terror attacks (**Annexure 2**)
- Guidelines dated 18.12.08, for telecast of news during emergency situations (**Annexure 3**)
- Specific Guidelines Covering Reportage dated 10.2.09 (**Annexure 4**)
- Advisory dated 18.3.09 regarding Kasab Trial (**Annexure 5**)

The Guidelines have also been translated and made available in Hindi to member broadcasters.

◆ Visit by Chairperson & Members of Authority

To get a first hand view of newsroom operations and also to interact with senior editorial personnel to better understand the logistics of news gathering, collation and dissemination, the Chairperson and Members (representing eminent category) on the Authority visited the offices of TV Today Network Ltd. on 12.6.09 and New Delhi Television Ltd. on 23.7.09 respectively.



◆ Promos on Member News Channels Regarding Procedure for Filing Complaints

The details for filing complaints are available on the NBA website and also on the websites of the member broadcasters. It was felt by the Authority that there was not enough clarity among the general public about the procedure for filing complaint(s) with the concerned broadcaster(s).

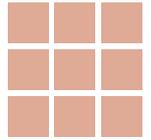
The NBA Board considered the suggestion of the Authority and agreed to air a common promo (10 second spot) regarding the procedure for filing complaints on a daily basis across news channels immediately before or after prime time news.

Show Cause Notices and Decisions by the Authority

During the year the Authority considered 20 complaints received against member broadcasters. In most cases the Authority was satisfied by the response given by member broadcasters to the complaints and was satisfied that no action was called for against the broadcaster concerned. In two complaints however, the Authority issued show cause notices to two member broadcasters. The Authority also took cognizance of the complaint made directly to the Authority by the parents of children killed in a road accident that took place in February 2008 in New Delhi.

The decisions of the Authority have been complied with by the broadcasters.

X XX XX XX XX X



November 27, 2008

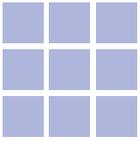
Re: Important Advisory

As you are all aware, the Bombay terrorist strikes are a matter of grave concern to the entire nation bordering on a matter of national security. At the same time this unprecedented episode requires to be covered by all members as part of their bounden duty as news journalists.

However, considering the extremely precarious situation editors/members are advised that it is vital that no coverage be made which would in any way affect the operations being conducted by the security agencies to control this situation or that would endanger the safety of persons who are involved in the terror attacks.

Accordingly, as a measure of self-restraint and self regulation and to demonstrate our sense of responsibility all editors/members are requested to ensure not to cover this episode in any manner that may tend to interfere in the operations of the security agencies or impede the terrorists being brought to justice or endanger the lives of persons who are in the midst of the terror attacks.

We emphasise that this advisory be taken with the utmost seriousness since these are matters which are far above the other interests of any broadcaster.



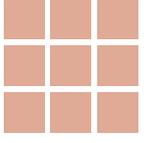
Annexure - 3

Guidelines For Telecast of News During Emergency Situations

1. All telecast of news relating to armed conflict, internal disturbance, communal violence, public disorder, crime and other similar situations should be tested on the touchstone of “public interest”.
2. The media has the responsibility to disseminate information which is factually accurate and objective.
3. No live reporting should be made that facilitates publicity of any terrorist or militant outfit or its ideology or tends to evoke sympathy for the perpetrators or glamorizes them or their cause or advances the illegal agenda or objectives of the perpetrators.
4. In live reporting of hostage situations or rescue operations, no details of identity, number and status of hostages should be telecast or information given of pending rescue operations or regarding the number of security personnel involved or the methods employed by them.
5. Media should avoid:
 - a) Live contact with the victims or security personnel or other technical personnel involved or the perpetrators during the course of the incident.
 - b) Unnecessary repeated or continuous broadcast of archival footage that may tend to reagitiate the mind of the viewers. Archival footage, if shown, should clearly indicate “file”. The date and time be given when feasible.
6. The dead should be treated with dignity and their visuals should not be shown. Special care should be taken in the broadcast of any distressing visuals and graphics showing grief and emotional scenes of victims and relatives which could cause distress to children and families.

These are broad Guidelines and are not meant to be exhaustive.

December 18, 2008

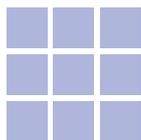


न्यूज ब्रॉडकास्टर्स एसोसिएशन आपात स्थितियों में समाचार प्रसारण के लिए मार्गदर्शिका

1. सशस्त्र संघर्ष, आंतरिक उपद्रव, सांप्रदायिक हिंसा, अशांति, अपराध और इस तरह के दूसरे हालात से संबंधित खबरों के सभी तरह के प्रसारण को "जनहित" की कसौटी पर परखा जाना चाहिए।
2. मीडिया की जवाबदेही है कि लोगों तक पहुंचने वाली सूचना निष्पक्ष और तथ्यात्मक हो।
3. आतंकवाद या आतंकवादी संगठन को बढ़ावा देने वाला लाइव प्रसारण नहीं होना चाहिए। ऐसी खबरें न दिखाएं जिससे आतंकवादी या आतंकवाद का महिमामंडन होता हो और उसके लिए लोगों में सहानुभूति पैदा हो।
4. लाइव प्रसारण के दौरान बंधकों की पहचान, उनकी संख्या या स्थिति के बारे में नहीं बताना चाहिए। बचाव में जुटे सुरक्षा बलों की संख्या, उनकी रणनीति और अभियान की स्थिति को भी जाहिर नहीं करना चाहिए।
5. इन चीजों से परहेज करें—
 - अ) मीडिया, घटना के दौरान पीड़ित, सुरक्षा बल, अभियान से जुड़े लोगों या आतंकवादियों के साथ लाइव बातचीत से बचे।
 - आ) दर्शकों को विचलित करने वाली पुरानी तस्वीरों का बेवजह बार-बार प्रसारण न करें। पुराने दृश्य "फाइल" लिखकर दिखाए जाएं और संभव हो तो तारीख और समय भी लिखें।
6. मृतकों का सम्मान करते हुए उनकी तस्वीरें दिखाने से बचें। पीड़ित और परिजनों के मातम और भावुक क्षणों की ऐसी तस्वीरों या ग्राफिक को दिखाने में खास सावधानी बरतें जिनसे दर्शक विचलित हो सकते हैं।

आपात स्थितियों में खबरों के चुनाव के लिए ये मार्ग-निर्देश बनाए गए हैं लेकिन इसे संपूर्ण न समझा जाए।

18 दिसंबर, 2008



Annexure - 4

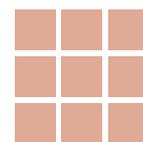
News Broadcasters Association: Specific Guidelines Covering Reportage

In furtherance of the principles of self-regulation as contained in NBA's Code of Ethics & Broadcasting Standards, the following Guidelines set-out specific standards which are to be adhered to by member-broadcasters.

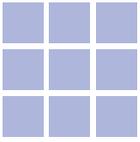
Fundamental Standards

All reporting must be done keeping in view the following supervening criteria:

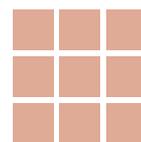
- A. All news reporting must be done in “public interest”.
 - B. Reporting should not sensationalise or create panic, distress or undue fear among viewers.
 - C. ‘Content’ of matter broadcast should not be shown out of ‘context’.
 - D. Subjects which promote horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal should be avoided.
 - E. Broadcasters should exercise care and objectivity in featuring activities, beliefs, practices, or views of any racial or religious group in their content to prevent any negative impact thereof.
 - F. “Reconstruction” of events, when shown, should be clearly so marked, and to be consistent with these Guidelines.
 - G. Broadcasters should eschew unhealthy competition that may lead to deterioration of broadcasting standards.
1. Accuracy
 - 1.1 Information should be gathered first-hand from more than one source, if possible.
 - 1.2 Reports received from news-agencies should be attributed and where possible be verified.
 - 1.3 Allegations should be reported accurately as made.
 - 1.4 Use of archival material should be clearly labeled “file” and preferably also state date and time of initial broadcast.
 - 1.5 Errors of fact should be corrected at the earliest, giving sufficient prominence to the broadcast of the correct version of fact(s).
 - 1.6 Facts should be clearly distinguishable from, and not be mixed-up with, opinion, analysis and comment.
 2. Impartiality, Neutrality & Fairness
 - 2.1 For balanced reportage, broadcasters should remain neutral and ensure that diverse views are covered in their reporting, especially on a controversial subject, without giving undue prominence to any particular view.



- 2.2 In editing content, broadcasters should ensure that there is no distortion of the facts and events being reported or of the views expressed.
- 2.3 Broadcasters should not use information or pictures obtained through misrepresentation or deception. (For Sting Operation guidelines see separate section below)
3. Law & Order, Crime & Violence
 - 3.1 Content should not glamorize or sensationalize crime or condone criminal actions, including suicide.
 - 3.2 Content should not depict techniques of crime that may tempt imitation, especially with reference to terrorism and suicide.
 - 3.3 Reports on crime should not amount to prejudging or pre-deciding a matter that is, or is likely to be, sub judice.
 - 3.4 No publicity should be given to the accused or witnesses that may interfere in the administration of justice or be prejudicial to a fair trial.
 - 3.5 Identities of victims should not be disclosed in cases of sexual crimes and violence on women and children.
 - 3.6 The dead must be treated with respect. Close-ups of dead or mutilated bodies should not be shown.
 - 3.7 Violence must not be depicted solely for its own sake, or for its gratuitous exploitation or to pander to sadistic or other perverted tastes. Scenes with excessive violence or suffering such as close-up shots of persons being subject to brutality, torture or being killed and visual depiction of such matter should be avoided.
 - 3.8 Broadcasters should not glamorize or in any way promote individuals, groups or organizations that employ or advocate the use of violence or engage in criminal / nefarious activity. Hooliganism, vandalism and all forms of delinquency should not be shown in favorable light.
 - 3.9 Live broadcast of sensitive and distressing material without prior scrutiny by senior editorial personnel should be avoided.
4. Good Taste & Decency, Sex & Nudity
 - 4.1 In selecting content, broadcasters should abide by current norms and mores of decency and taste, in visuals, language and behaviour, keeping in mind the context in which any visuals, language or behaviour occurs, including the broadcast time, type of content, target audience, use of parental advisories, cautions and content classification.
 - 4.2 Content that contains violent or sexual material, crude, offensive, or coarse language or other content likely to disturb or offend even a reasonable adult viewer should be avoided.
 - 4.3 Subjects dealing with incest and sexual abuse, especially of children, must be handled with extreme care and sensitivity.
 - 4.4 Combination of violence and sexuality designed in a manner that titillates should not be shown.



- 4.5 Coverage of killings, including terrorist attacks, executions and assassinations, should not be explicit or prolonged.
5. Privacy
- 5.1 Broadcasters should exercise discretion and sensitivity when reporting on distressing situations, on grief and bereavement.
- 5.2 Persons should not be featured in content in a manner that denigrates or discriminates against sections of the community on account of race, age, disability, sex, sexual orientation, occupation, religion, cultural or political beliefs.
- 5.3 Content that would cause unwarranted distress to surviving family members, including by showing archival footage, should be avoided.
- 5.4 No information relating to the location of a person's home or family should be disclosed without permission from the concerned person.
- 5.5 Surreptitious recording of any person or event should only be made without committing any illegality and if editorially justified.
- 5.6 Interviews of the injured, victims or grieving persons should be conducted only with prior consent of the persons or where applicable their guardian.
6. National Security
- 6.1 Broadcasters should not disclose confidential information of operations involving national security.
- 6.2 Broadcasters should use due discretion in reporting on operational methods used by perpetrators of serious offences against the State during the occurrence of the event.
- 6.3 Live interviews with perpetrators should not be aired.
- 6.4 Reporting of events which erodes public confidence in the capacity of national institutions meant to protect them should be avoided during the occurrence of the event.
- 6.5 Broadcasters should not reveal technical details of operations, to prevent information relating to strategies and operations of security agencies becoming known to the perpetrators.
7. Supernatural, Occultism & Paranormal
- 7.1 Subjects promoting horror, supernatural, superstition, occultism, exorcism, divination, and the paranormal, which may be frightening to children should be avoided.
- 7.2 Belief in superstition, occultism, exorcism, divination and the paranormal should not be promoted.
8. Children's Interests
- 8.1 Broadcasters should not screen content that would disturb or alarm children or tend to have a deleterious effect on their psyche during their normally accepted viewing times.
- 8.2 At other times, broadcasters should use appropriate parental advisories, cautions and content classification. Content relating to or containing anti-social behaviour, domestic



friction, drug-use, smoking, alcohol-use, graphic violence, menacing or horrifying imagery, sexual material, crude, offensive or coarse language or other content that is likely to disturb, alarm or otherwise affect the psyche of, or cause distress to, children should be avoided.

9. Racial & Religious Harmony

9.1 Racial and religious stereotyping should be avoided.

9.2 Caution should be exercised in reporting content which denigrates or is likely to offend the sensitivities of any racial or religious group or that may create religious intolerance or disharmony.

10. Sting Operations

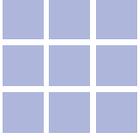
10.1 Sting operations should only be conducted in “public interest” and when no other means is available to obtain the requisite information, without any illegality or inducement and subject to the legitimate right to privacy.

10.2 Broadcasters should resort to sting operations only if editorially justified, for exposing wrong-doing, particularly of the public facets of people in public life.

10.3 No sting operation should be conducted except with the concurrence of the person overall in-charge of editorial function; and the Managing Director and/or the Chief Executive Officer of the broadcaster should also be kept fully informed of any sting operation.

10.4 Sting operations should be so conducted as to obtain “evidence” of an offence but not to induce “commission” of an offence.

February 10, 2009



Annexure - 4

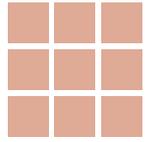
न्यूज़ ब्राडकास्टर्स एसोसिएशन (एन बी ए) घटनाओं की रिपोर्टिंग करने के संबंध में विशिष्ट दिशा निर्देश

न्यूज़ ब्राडकास्टर्स एसोसिएशन (एन बी ए) अपनी आचार संहिता एवं प्रसारण मानकों में निहित आत्मनियमन के सिद्धांतों के अनुरूप निम्नलिखित दिशानिर्देश एवं विशिष्ट मानदंड जारी करता है जिनका पालन सदस्य ब्राडकास्टर्स द्वारा किया जाना है।

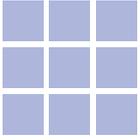
मूलभूत मानक

सभी खबरों की रिपोर्टिंग निम्नलिखित मानदंडों को ध्यान में रखकर की जानी चाहिए :

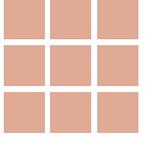
- क. खबरों की सभी रिपोर्टिंग "जनहित" में होनी चाहिये।
 - ख. रिपोर्टिंग ऐसी होनी चाहिये जिससे सनसनी अथवा दर्शकों में बेवजह डर, घबराहट या चिंता नहीं फैले।
 - ग. प्रसारित की जाने वाली 'सामग्रियों' को 'संदर्भ' से परे नहीं होना चाहिये।
 - घ. भय, अलौकिक शक्ति, अंधविश्वास, तंत्र-मंत्र एवं जादू-टोने, झाड़ू-फूंक, चमत्कारिक सिद्धि या ईश्वरत्व की प्राप्ति और परलौकिक बातों को बढ़ावा देने वाले विषयों से परहेज करना चाहिये।
 - ङ. ब्राडकास्टर्स को किसी नस्ली या धार्मिक समूह की गतिविधियों, मान्यताओं, प्रथाओं अथवा विचारों को प्रसारित करने के मामले में सावधानी एवं निष्पक्षता बरतनी चाहिये, ताकि किसी पर उनका नकारात्मक प्रभाव न पड़े।
 - च. घटनाओं का "नाट्य रूपांतरण" (रिकंस्ट्रक्शन) दिखाये जाने पर इसे स्पष्ट रूप से 'नाट्य रूपांतर' लिखा जाना चाहिये और यह दिशानिर्देशों के अनुसार ही होना चाहिये।
 - छ. ब्राडकास्टर्स को वैसी अनुचित या अस्वास्थ्यकर प्रतिस्पर्धा करने से बचना चाहिये जिससे ब्राडकास्टिंग स्तर में गिरावट आने का खतरा हो।
1. तथ्यात्मकता
 - 1.1 अगर संभव हो तो एक सूचना एक स्रोत से अधिक स्रोतों से प्रत्यक्ष या सीधे तौर पर हासिल कर उसकी पुष्टि की जानी चाहिये।
 - 1.2 संवाद समितियों से प्राप्त रिपोर्टों के मामले में एजेंसी का उल्लेख करना चाहिये और संभव होने पर समाचारों की पुष्टि अपने स्तर पर भी कर लेनी चाहिए।
 - 1.3 आरोपों को ठीक उसी तरह से रिपोर्ट किया जाना चाहिये जिस तरह से वे लगाये गये हों।
 - 1.4 पुरानी फुटेज (आर्काइवल सामग्री) का इस्तेमाल करते समय उस पर स्पष्ट रूप से "फाइल" लिखा जाना चाहिये और उसके साथ उसके मूल प्रसारण की तिथि एवं समय का भी उल्लेख यथासंभव किया जाना चाहिये।



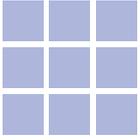
- 1.5 कोई तथ्यात्मक गलती होने पर जल्द से जल्द उसका सुधार किया जाना चाहिये तथा सही किये गये तथ्य/तथ्यों को प्रमुखता से प्रसारित किया जाना चाहिये।
- 1.6 तथ्यों को विचारों, विश्लेषणों एवं टिप्पणियों के साथ मिलाना नहीं चाहिये बल्कि उन्हें अलग से स्पष्ट रूप से दिखाना चाहिये।
2. निष्पक्षता, तटस्थता और स्पष्टता
 - 2.1 संतुलित रिपोर्टिंग के लिये ब्राडकास्टर्स को निष्पक्ष रहना चाहिये और यह सुनिश्चित करना चाहिये कि उनकी रिपोर्टिंग में खासकर विवादास्पद विषयों के मामले में, किसी खास विचार को अतिरिक्त महत्व दिये बगैर विभिन्न पक्षों के विचारों को शामिल किया जाये।
 - 2.2 सामग्रियों के संपादन के दौरान ब्राडकास्टर्स को यह सुनिश्चित करना चाहिये कि तथ्यों तथा रिपोर्ट की जा रही घटनाओं अथवा व्यक्त किये गये विचारों में किसी तरह की छेड़छाड़ नहीं की जाये।
 - 2.3 ब्राडकास्टर्स को अनुचित तरीके से अथवा धोखे से प्राप्त की गयी सूचना अथवा तस्वीरों का इस्तेमाल नहीं करना चाहिये। (स्टिंग आपरेशन से संबंधित दिशानिर्देशों के लिये अलग से नीचे दिये गये भाग को देखें)
3. कानून और व्यवस्था, अपराध और हिंसा
 - 3.1 प्रसारित की जाने वाली सामग्री के जरिये अपराध को न तो महिमामंडित किया जाना चाहिये अथवा न ही उसे सनसनीखेज बनाया जाना चाहिये। साथ ही उस सामग्री का प्रसारण इस प्रकार किया जाये, जिससे आत्महत्या सहित तमाम आपराधिक कृत्यों को किसी प्रकार की स्वीकार्यता न मिल सके।
 - 3.2 प्रसारित की जाने वाली सामग्री में अपराध खास कर आतंकवाद और आत्महत्या की उन तकनीकों का वर्णन नहीं किया जाना चाहिये जिनकी नकल की जा सकती है।
 - 3.3 अपराध से संबंधित मामलों की रिपोर्टिंग पूर्वग्रह युक्त नहीं होनी चाहिए और न ही अपनी ओर से कोई निष्कर्ष निकाले जाने चाहिए, खास कर तब, जब मामला न्यायालय के अधीन हो।
 - 3.4 किसी अभियुक्त या गवाह के पक्ष का इस प्रकार प्रचार नहीं किया जाना चाहिये जिससे न्याय प्रक्रिया में हस्तक्षेप हो सकता हो अथवा निष्पक्ष सुनवाई में बाधा उत्पन्न होती हो।
 - 3.5 यौन अपराधों और महिलाओं एवं बच्चों के खिलाफ हिंसा के मामले में पीड़ितों की पहचान उजागर नहीं की जानी चाहिये।
 - 3.6 मृत व्यक्तियों को सम्मान दिया जाना चाहिये। मृतकों या क्षत-विक्षत शवों के बहुत निकट से लिये गये चित्र (क्लोजअप) नहीं दिखाये जाने चाहिये।
 - 3.7 हिंसा की घटनाओं को सिर्फ हिंसा दिखाने, किसी भी प्रकार उसे बढ़ावा देने, पर-पीड़ा और विकृत मानसिकता के प्रचार के लिए नहीं दिखाना चाहिए। ऐसी घटनाएं जिनमें बहुत अधिक हिंसा हो, ऐसे व्यक्ति, जिनके साथ बर्बर व्यवहार किया जा रहा हो, क्रूरता की जा रही हो, जिनकी हत्या की जा रही हो, उनकी तस्वीरें निकट से (क्लोज अप) दिखाने से बचना चाहिए।
 - 3.8 ब्राडकास्टर्स को किसी भी तरह से उन व्यक्तियों, समूहों अथवा संगठनों को गौरवान्वित या प्रचारित नहीं करना चाहिये जो हिंसा करते हैं अथवा हिंसा की वकालत करते हैं अथवा जो आपराधिक/घृण आस्पद गतिविधियों में शामिल हैं। गुंडागर्दी, उपद्रव अथवा अपराध के अन्य कामों को इस तरह से नहीं दिखाया जाना चाहिये, जिससे उसके पक्ष का समर्थन होता प्रतीत हो।



- 3.9 वरिष्ठ संपादकीय कर्मी द्वारा जांच-पड़ताल के बगैर संवेदनशील और विचलित करने वाली सामग्रियों का लाइव प्रसारण नहीं किया जाना चाहिये।
4. सामाजिक शालीनता, सेक्स एवं नग्नता
- 4.1 ब्राडकास्टर्स को ध्यान रखना चाहिए कि वह किस समय किस तरह की सामग्री प्रसारित कर रहे हैं और सामान्य तौर पर ब्राडकास्ट सामग्री का चुनाव करते समय सामाजिक आचार, मर्यादाओं और मानदंडों का पालन करना चाहिए। किस प्रकार की सामग्री किस प्रकार के दर्शकों के लिए उचित है और किन दर्शकों के लिए अनुचित, इसका ध्यान रखते हुए प्रसारण का समय तय करना चाहिए, साथ ही इसी के अनुरूप प्रसारण की विषय वस्तु, भाषा और तस्वीरों का चुनाव किया जाना चाहिए।
- 4.2 वैसी सामग्री से परहेज किया जाना चाहिये जिसमें हिंसा अथवा सेक्स संबंधी सामग्री हो, जिसमें अपरिपक्व, आक्रामक अथवा अभद्र भाषा अथवा ऐसी अन्य सामग्री का इस्तेमाल किया गया हो जिससे विवेकशील वयस्क भी विचलित हो सकता है या आहत महसूस कर सकता है।
- 4.3 यौन अपराधों और यौन शोषण, खास तौर पर बच्चों के साथ होने वाले ऐसे शोषण से संबंधित समाचारों के संबंध में अत्यधिक सावधानी एवं संवेदनशीलता बरतनी चाहिये।
- 4.4 उत्तेजना पैदा करने वाली हिंसा एवं कामुकता से युक्त सामग्री नहीं दिखायी जानी चाहिये।
- 4.5 आतंकवादी हमले, हत्या तथा दंडात्मक कार्रवाई के तहत किसी के मारे जाने की घटनाओं को स्पष्ट रूप से और विस्तार से नहीं दिखाया जाना चाहिए।
5. निजता
- 5.1 ब्राडकास्टर्स को त्रासदपूर्ण स्थितियों, पीड़ा और शोक आदि की रिपोर्टिंग के मामले में विवेक एवं संवेदनशीलता का इस्तेमाल करना चाहिये।
- 5.2 किसी सामग्री में किसी व्यक्ति या समुदाय को इस तरह नहीं दिखाया जाना चाहिये जो नस्ल, उम्र, विकलांगता, सेक्स, सेक्स संबंधी प्रवृत्तियों, पेशे, धर्म, संस्कृति अथवा राजनीतिक मान्यताओं के कारण उसे समाज से अलग थलग करता हो या उनकी सामाजिक छवि को मलिन करता हो।
- 5.3 वैसी सामग्री, और वैसी पुरानी तस्वीरें (आर्काइवल फुटेज) नहीं प्रसारित की जानी चाहिये जिससे मृत व्यक्ति के जीवित बचे परिजनों को अनुचित पीड़ा पहुंचे।
- 5.4 संबंधित व्यक्ति की अनुमति के बगैर किसी व्यक्ति के घर अथवा परिवार के पते से संबंधित किसी भी सूचना को उजागर नहीं किया जाना चाहिये।
- 5.5 किसी व्यक्ति या किसी घटना की गुप्त तरीके से रेकार्डिंग केवल तभी करनी चाहिये जब ऐसा करना न्याय विरुद्ध नहीं हो और संपादकीय दृष्टि से ऐसा करना जायज हो।
- 5.6 घायलों, हताहतों और पीड़ित व्यक्तियों के साक्षात्कार केवल तभी लिये जाने चाहिये जब वे व्यक्ति अथवा उनके अभिभावक इसके लिए सहमत हों।
6. राष्ट्रीय सुरक्षा
- 6.1 ब्राडकास्टर्स को राष्ट्रीय सुरक्षा से जुड़े अभियानों/कार्रवाइयों के बारे में गोपनीय सूचनाओं का खुलासा नहीं करना चाहिये।

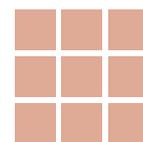


- 6.2 ब्राडकास्टर्स को देश के खिलाफ गंभीर अपराध करने वाले आतंकवादियों और षडयंत्रकारियों द्वारा इस्तेमाल किये जाने वाले तरीकों के बारे में की जाने वाली रिपोर्टिंग के दौरान विवेक का इस्तेमाल करना चाहिये।
 - 6.3 आतंकवादियों/षडयंत्रकारियों के साक्षात्कार का लाइव प्रसारण नहीं किया जाना चाहिये।
 - 6.4 किसी आतंकवादी घटना या ऐसी अन्य बड़ी हिंसक घटनाओं के दौरान इस प्रकार रिपोर्टिंग नहीं की जानी चाहिए, जिससे जनता का विश्वास उन संस्थाओं पर से उठता हो, जिन पर जनता की सुरक्षा की जिम्मेदारी है।
 - 6.5 ब्राडकास्टर्स को सुरक्षा बलों के अभियानों से संबंधित तकनीकी ब्यौरे, सुरक्षा एजेंसियों के अभियानों एवं उनकी रणनीतियों से संबंधित सूचनाएं उजागर नहीं करनी चाहिये क्योंकि ऐसा करने से षडयंत्रकारियों को लाभ मिल सकता है।
7. अलौकिक, तंत्र-मंत्र एवं परलौकिक
 - 7.1 भय, अलौकिक शक्ति, अंधविश्वास, तंत्र-मंत्र, जादू-टोने, भूत भगाने और दैवी शक्तियों, सिद्धियों, ईश्वरत्व प्राप्त होने के दावों और परलौकिक विषयों आदि को बढ़ावा देने वाली वैसी सामग्रियां प्रसारित नहीं करनी चाहिये जिनसे बच्चों में डर पैदा हो सकता है।
 - 7.2 अंधविश्वास, जादू-टोने, भूत भगाने, दैवी शक्तियों और परलौकिक रहस्यों आदि से संबंधित मान्यताओं को बढ़ावा नहीं दिया जाना चाहिये।
 8. बाल हित
 - 8.1 ब्राडकास्टर्स को ऐसे समय पर जब बच्चे आम तौर पर टेलीविजन देखते हैं, वैसी सामग्रियों का प्रसारण नहीं करना चाहिये जिनसे बच्चे विचलित या भयभीत हो जायें अथवा उनके मनोविज्ञान पर हानिकारक असर पड़े।
 - 8.2 अन्य समय पर ऐसी सामग्रियों का प्रसारण करने पर ब्राडकास्टर्स को माता-पिता के लिये समुचित सलाह, चेतावनियों एवं विषय के प्रकार (वर्गीकरण) का स्पष्ट रूप से उल्लेख करना चाहिये। समाज विरोधी व्यवहार, घरेलू झगड़े, मादक द्रव्यों के सेवन, धूम्रपान, शराब सेवन, हिंसा, बुराइयों अथवा भयावह दृश्यों, यौन विषयों, अपरिपक्व, आक्रामक या भद्दी भाषा अथवा वैसी अन्य सामग्री नहीं दिखानी चाहिये जिससे बच्चे विचलित हो सकते हैं, भयभीत हो सकते हैं या उनके मनोविज्ञान पर गहरा असर पड़ सकता है या उन्हें मानसिक सदमा पहुंच सकता है।
 9. नस्ली एवं धार्मिक सदभाव
 - 9.1 नस्ली एवं धार्मिक कठमुल्लापन से जुड़ी सामग्रियों से बचना चाहिये।
 - 9.2 ऐसे विषयों की रिपोर्टिंग में अत्यन्त सावधानी बरती जानी चाहिए, जिनसे किसी नस्ल या धार्मिक समूह की संवेदनाओं को ठेस पहुंच सकती हो, उनकी छवि मलिन हो सकती हो या उससे धार्मिक असहिष्णुता या वैमनस्य फैल सकता हो।
 10. स्टिंग आपरेशन
 - 10.1 स्टिंग आपरेशन "जनहित" में केवल तभी किये जाने चाहिये जब जरूरी सूचना को हासिल करने के लिये कोई अन्य रास्ता नहीं हो तथा यह कोई गैरकानूनी तरीका अपनाये बगैर, किसी को प्रलोभन दिये बगैर किया जाना चाहिए और इस दौरान निजता के वैधानिक अधिकारों का ध्यान रखा जाना चाहिये।



- 10.2 ब्राडकास्टर्स को केवल तभी स्टिंग आपरेशन का सहारा लेना चाहिये जब ऐसा करना संपादकीय दृष्टि से उचित हो तथा किसी गलत काम को और खास तौर पर सार्वजनिक जीवन से जुड़े व्यक्तियों की सच्चाई को उजागर करना हो।
- 10.3 कोई भी स्टिंग आपरेशन संपादकीय प्रमुख की सहमति लेकर ही किया जाना चाहिये और ब्राडकास्टिंग कम्पनी के प्रबंध निदेशक अथवा मुख्य कार्यकारी अधिकारी को भी सभी स्टिंग आपरेशन के बारे में पूर्व सूचित किया जाना चाहिये।
- 10.4 स्टिंग आपरेशन किसी अपराध के संबंध में सबूत जुटाने के लिये किया जाना चाहिये न कि किसी को प्रलोभन देकर 'अपराध करने' के लिए उकसाया जाये।

10 फरवरी, 2009



18.3.09

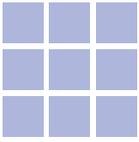
Sub: Kasab Trial

We have been informed by Ministry of Information & Broadcasting, that the Ministry of Home Affairs has information that some of our member channels propose to run programmes /news reports comprising the interrogation/confession of Kasab, the terrorist arrested in connection with the Mumbai terror attack.

Please be advised that in Writ Petition (Civil) No7368 of 2008 titled Act Now for Harmony and Democracy and Another vs. UOI & others, the Delhi High Court is seized of a similar issue challenging a print media report where the interrogation/confession of an accused after the Batla House encounter in September 2008 was reported. In the said proceedings the High Court has expressed displeasure on the subject news report. The NBA has intervened in the said writ petition and has been called upon to assist in addressing the media related issues that arise in the proceedings.

Member channels will note that any programme/news report containing the text or details relating to Kasab's interrogation/ confessions are likely to invite similar action as above apart from being in violation of the Code of Ethics & Broadcasting Standards & Guidelines issued by the NBA from time to time. Most importantly any such programmes /news reports may be prejudicial to national interest; may interfere with the course of justice and may therefore also amount to contempt of court.

Accordingly member channels are hereby advised to desist from running any programme/news reports containing the text or details or any other similar material relating to Kasab.



Proxy Form

News Broadcasters Association
Regd. off: 101-103, Paramount Tower,
C-17 Community Center, Janakpuri,
New Delhi - 110 058

I _____ being a Member of the above named Association, representing _____ (Corporate Entity) do hereby appoint Mr./Ms _____ R/o _____ or failing him/her Mr./Ms. _____ R/o _____ as my proxy to vote for me on my behalf at the Second Annual General Meeting of the Association to be held on Wednesday, the 23rd September, 2009, at 12.00 noon at Magnolia Hall, India Habitat Centre, Lodhi Road, New Delhi – 110 003, and at any adjournment thereof.

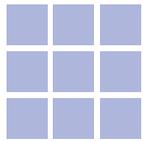
Signed this _____ day of _____ 2009

Signature of Member Representative _____

Name of Broadcaster _____

15 Paise
revenue
stamp

Note : In order to be effective & valid, the proxy form must be received by the Association at its Registered Office not less than 48 hours before the commencement of the Meeting.



Attendance Slip

News Broadcasters Association
Regd. off: 101-103, Paramount Tower,
C-17 Community Center, Janakpuri,
New Delhi - 110 058

(To be filled in BLOCK LETTERS)

Name of the Member Representative _____

Name of the Proxy _____

(To be filled in if proxy form has been duly deposited with the Association)

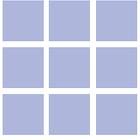
I hereby record my presence at the 2nd Annual General Meeting of the News Broadcasters Association held on Wednesday, the 23rd day of September, 2009, at Magnolia Hall, India Habitat Centre, Lodhi Road, New Delhi – 110 003.

Signature of Member Representative / Proxy
(To be signed at the time of handing over this slip)

(Please fill attendance slip and hand it over at the entrance of the Meeting Hall)

1
—

—
1



Chairperson & Members on the News Broadcasting Standards Authority



Justice (Retd.) J. S. Verma
Former Chief Justice of India
Chairperson

Members Representing Eminent Persons



Chokila Iyer



Dipankar Gupta



Kiran Karnik



Nitin Desai

Members Representing Editors



Milind Khandekar



Satish K. Singh



Sonia Singh



Vinod Kapri

NewsBroadcastersAssociation



News Broadcasters Association
Registered Office: 101-103, Paramount Tower
C-17 Community Center, Janakpuri
New Delhi - 110 058
Email: nba@nbanewdelhi.com
Website: www.nbanewdelhi.com