

ORDER

In the matter of complaint against programme 'Bollywood 20:20' aired on E-24 channel for episode dated 17/02/2015 aired at 10:17 PM

This Council has received a complaint from a viewer for the programme 'Bollywood 20/20' aired on E-24 channel on 17/02/2015 at 10:17 PM. The complainant alleges that the channel played out the uncensored trailer of the film *NH-10* while interviewing the actors during its promotion. The trailer ends with the expletive "fuck", which the channel ought to have beeped or muted.

On examining the complaint and its video clip, this Council *prima facie* found that the programme was in gross violation of IBF's Self-Regulatory Guidelines.

Theme-1 of IBF's Self-Regulating Guideline dealing with Crime and Violence says:

"Have a traumatic, desensitizing or dehumanizing effect that could lead to psychological disorders or unsocial attitudes or behaviour, particularly among minors."

Also the Council maintained that no promo/trailer could be aired on television unless it is certified by the Central Board of Film Certification. The Council found that the channel had violated the Cable TV Network Rules 1994, specifically its Section 6 (1) (a) (d) (k) which states:

"Offends against good taste and decency..."

d) Contains anything obscene, defamatory, deliberate, false and suggestive innuendos and half-truths...

k) Denigrates women through the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way to have the effect of being indecent, or derogatory to women, or is likely to deprave, corrupt or injure public morality or morals."

The Council, therefore, issued a Notice to the channel on 01/04/2015 (44th BCCC Meeting) with a direction to appear before it on 22/04/2014 (45th BCCC Meeting).

CIN- U74899DL1999NPL101705

BROADCASTING CONTENT COMPLAINTS COUNCIL

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BROADCASTING CONTENT COMPLAINTS COUNCIL

In its reply, the channel maintained that upon investigation it has been established that in spite of a strict mechanism of content filtering and review, the producer of the programme was unable to ensure that the cuss words were not beeped out as is the regular practice. The inadvertence occurred due to a technical error on our software and not due to human negligence or dereliction of duty on part of the team members. "As a responsible stakeholder, we regret the fact and will ensure that such inadvertence is not repeated." The channel voluntarily proposed to run a scroll to express regret.

The channel's representative appeared before the Council on 22/04/2015 and apologised for the lapse. The channel also assured that it will be more cautious and diligent not to repeat such mistakes again.

After having examined the issue in detail, the Council orders the channel:

To run an Apology Scroll, twice each in English and Hindi, in legitimate readable fonts, at normal speed, for three (03) consecutive days, from 11/05/2015 (Monday) to 13/05/2015 (Wednesday), during the telecast of the programme 'Bollywood 20:20' (twice between 4:30 PM and 5:00 PM and twice between 10:00 PM and 10:30 PM).


The text of the Apology Scroll shall be:

'In compliance with BCCC's direction of 22 April 2015, E-24 channel apologises for inadvertently airing some objectionable words during the telecast of the trailer of film NH-10 in its programme Bollywood 20/20 on 17 February 2015. This was found to be in violation of IBF's Self-Regulatory Guidelines.'

(Hindi translation attached)

The channel is also directed to submit certified CDs of the actual Apology Scroll run by it to the BCCC Secretariat before 20 May 2015.

For & on behalf of
Broadcasting Content Complaints Council


Justice (Retd.) Mukul Mudgal
Chairperson



29 April 2015
New Delhi

**English & Hindi Text of Apology Scroll to be run by
E24 channel for its programme *Bollywood 20/20*
aired on 17/02/2015**

‘In compliance with BCCC’s direction of 22 April 2015, E-24 channel apologises for inadvertently airing some objectionable words during the telecast of the trailer of film *NH-10* in its programme *Bollywood 20/20* on 17 February 2015. This was found to be in violation of IBF’s Self-Regulatory Guidelines.’

ब्रॉडकास्टिंग कॉन्टेंट कंप्लेंट्स काउन्सिल (BCCC) द्वारा 22 अप्रैल 2015 को पारित आदेश के अनुसार, E-24 चैनल 17 फरवरी 2015 को प्रसारित अपने कार्यक्रम ‘बॉलीवुड 20/20’ में दिखाए गये फिल्म ‘NH-10’ के ट्रेलर के दौरान कुछ आपत्तिजनक शब्दों के प्रयोग के लिए क्षमाप्रार्थी है। यह प्रसारण इंडियन ब्रॉडकास्टिंग फाउंडेशन (IBF) के स्वनियामक मानकों के उल्लंघन में पाया गया है।

