

# HITS policy to be I&B's first hit

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AMONG the pending policy matters, reviving the Cabinet note on Headend in the Sky (HITS), a digital content distribution technology like DTH would be one of the first priority for the information and broadcasting (I&B) ministry, said highly placed officials. The Cabinet note on HITS policy was first moved during the former minister Anand Sharma's tenure in the ministry. The ministry believes it would render the cable sector in a better position to become addressable.

Subhash Chandra promoted Essel

group is the only private player, which presently has the licence to operate in the HITS sector. The issues of FM radio, that span from the third phase of expansion in which over 700 FM stations would be auctioned and FM radio reforms which include allowing news on FM radio from select government agencies like All India Radio, Doordarshan would also be taken up on a priority basis. When asked about the first 100 days agenda of the ministry, officials said using the resources in the ministry that includes information disseminating departments like All India Radio, Doordarshan to create awareness and measure efficacy of the na-

tional flagship programmes of UPA like NREGA, NRHM would be the ministry's aim.

On the content code, ministry officials maintained that ministry is not in the favour of taking any untoward steps to shackle the freedom of the media. There is a possibility which is currently only being discussed, to form a body from within the information and broadcasting ministry which would become active during national emergencies and would be the authoritative government source of information. The ministry appreciated the industry move of putting a restrain by adopting self regulatory guidelines.