

TFAPA moves court; seeks 3-day ban on social media reviews



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Roopa Radhakrishnan

The Tamil Film Active Producers Association (TFAPA) has filed a writ petition with the Madras High Court seeking the centre and state governments' directive on banning movie reviews on social media platforms, for the first three days after the theatrical release of a film.

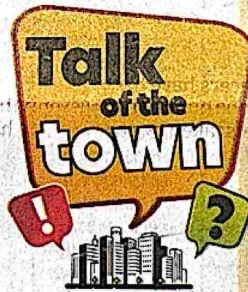
On December 3, Justice S Sounthar, who presided over the case, issued notices, returnable in four weeks, to five authorities including the Union Ministry of Information and Broadcasting and the Information Technology and Digital Services Department, Government of Tamil Nadu.

A source tells us, "The court has stated that there cannot be a blanket ban right now and wants the authorities concerned to respond to the plea." TFAPA had also recently requested theatre owners to ban YouTubers from entering theatre premises,

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Producer T Siva, General Secretary of TFAPA, tells us, "We are not against reviews; we are against reviews with personal agendas. There are a few YouTubers who put out standard reviews, but there are many more out there who get personal and attack an actor's character in order to increase their subscriber count and revenue. To protect our industry and films, we are taking these steps. We didn't find any other option. The industry is in a bad phase. The OTT and satellite businesses have gone down, and we are making movies trusting the theatrical business. Let the audience see the picture and decide."

es, alleging that 'personal attacks and incitement of hatred in the name of film reviews' are impacting the box-office performance of movies.



TFAPA gets trolled

Soon after the news came out, social media was flooded with memes and posts expressing displeasure and trolling the producers association's move. One user wrote, "At the same time, if a movie is not meeting the expectation of the audience, the film should be banned on the third day," while another post read, "People too can sue actors, producers & directors if they fail to give a good movie."

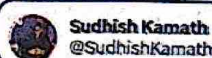


When audience can't find any reviews for the first 24 hours :



Appo modhal 3 naal evanum theatre vara maatan, paravalaya?

Producers -



"My Lord, all we want is that they buy tickets & popcorn & not tell ANYONE... um online that is... um that didn't like it... for um 3 days. 🙄"

Court to next hear:

"My Lord, all we want is a refund for a defective film we saw together. Seeking damages for trauma & mental torture."