


Ban online reviews for three days after movie release: Assn moves HC

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Chennai: The Tamil Film Active Producers Association on Tuesday moved Madras high court seeking a ban on the release of movie reviews on digital platforms and social media for the first three days of a film's release in theatres. The association also wanted Union ministry of information and broadcasting to frame guidelines for film reviews by online critics.

Admitting the plea, Justice S Sounthar directed the I&B ministry to file its response in four weeks.

According to the petitioner, the democratisation of film criticism after the emergence of social media gave rise to a host of unimaginable challenges. "One of the most concerning phenomena that surfaced in this new digital situation is known as negative review or review bombing, which involves coordinated efforts to manipulate the ratings and reviews of a movie, often motivated by reasons unrelated to the actual quality of the film," it

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— **Tamil Film Active Producers Association**

said. This negative review bombing by vested interests undermines the integrity of the reviewing process and presents challenges to both filmmakers and audiences, it added.

These new developments in the digital era raised concerns about the business of filmmaking among producers, directors, actors and other stakeholders involved in production and distribution of films. They never know when a group is going to target a film with motivated negative reviews intended to pull it down at the box office or theatres, the association said.