

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 558**

TO BE ANSWERED ON 29.11.2024

REVENUE MODAL OF DIGITAL PLATFORMS

558 DR . V. SIVADASAN:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has collected any data regarding the revenue generated by users in the country through advertisement revenue from social media;

(b) whether any rules or guidelines have been framed as far as the content uploaded in social media is considered ; and

(c) the revenue earned by social media platforms through advertisement from India, data since 2019, Year-wise and platform-wise?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING, MINISTER OF RAILWAYS AND MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY

(SHRI ASHWINI VAISHNAW)

(a) to (c):- The Government has notified the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (“IT Rules, 2021”) on 25.02.2021 under the Information Technology Act, 2000 to put in place an institutional mechanism for the content of digital news publishers and publishers of Online Curated Content (OTT platforms) and intermediaries.

For the user generated content on intermediaries social media platforms, Part-II of IT Rules, 2021, administered by Ministry of Electronics and Information Technology (MeiTY), provides for due diligence by intermediaries and casts specific obligations on such intermediaries / social media intermediaries or platforms, to ensure that they are accountable for their platforms to be safe & trusted and do not carry any content that is violative of rule 3(1)(b) of IT Rules, 2021.

Similarly for the content of publishers of news and current affairs on digital media and publishers of Online Curated Content (OTT Platforms), Part-III of the IT Rules, 2021, administered by Ministry of Information and Broadcasting, inter-alia, provides for a Code of Ethics for such publishers.

The Central Government, however, does not collect commercial, financial and operational data such as revenue generation by either users or platforms.
