

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
STARRED QUESTION NO. *308
TO BE ANSWERED ON 28.03.2025**

IMPACT OF SOCIAL MEDIA PLATFORMS ON ENTERTAINMENT INDUSTRY

***308: SHRI JAGGESH:**

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

- (a) whether it is a fact that piracy i.e. illegal sharing of movies and web series on social media results in huge loss to film makers and people engaged in the entertainment industry which are on the brink of losing their jobs;
- (b) whether Government has initiated comprehensive study to know the impact of platforms like Instagram and YouTube on India's traditional entertainment industry;
- (c) whether measures are proposed to support local film and television producers facing declining revenues due to digital platforms; and
- (d) if so, the details thereof and the steps taken to save the Indian entertainment industry?

ANSWER

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

(SHRI ASHWINI VAISHNAW)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE RAJYA SABHA STARRED QUESTION NO.*308 FOR REPLY ON 28.03.2025

(a) to (d):Government has undertaken several measures to address the challenges posed by digital piracy.

Legal measures:

1. **The Copyright Act, 1957:**It provides for both civil and criminal remedies against piracy, including injunctions, damages, seizure of infringing copies, and imprisonment for up to three years under Section 63. Section 65A of the Act also criminalizes the circumvention of technological protection measures used to safeguard copyrighted works.
2. **Amendments to the Cinematograph Act:**
 - In 2023, The Cinematograph Act, 1952 was further strengthened to address piracy on internet by adding several sections.
 - Section 6AA inter-alia prohibits unauthorized recording of films with the intention of transmission of infringing copies of films.
 - Section 6AB prohibits public exhibition of an infringing copy of any film for profit in a manner that amounts to the infringement of copyright under the provisions of the Copyright Act, 1957 or any other law for the time being in force.
 - Section 7(1B)(ii) enables the Government to notify the intermediaries hosting pirated content under section 79(3) of the Information Technology Act, 2000.
3. **Obligations of intermediaries under the Information Technology Act, 2000:**
 - Further, in line with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, intermediaries, including social media platforms, are required to take due diligence measures to prevent the hosting or transmission of infringing content.
 - Rule 3(1)(b)(iv) of the IT Rules, 2021 specifically prohibits content that “*infringes any patent, trademark, copyright or other proprietary rights*”. Rule 3(1)(d) mandates platforms to remove infringing content upon receiving court orders, notices from government authorities, or complaints from affected parties.

Process reforms:

Holders of original copyright of cinematographic films can now submit a complaint to the nodal officers of the Ministry of I & B or Central Board of Film Certification. Upon scrutiny of the complaint, the nodal officer notifies the intermediaries under relevant provisions of IT Act.

Awareness campaigns and coordination with stakeholder:

Government actively works with industry professionals and other law enforcement agencies to protect the copyrights. To further support the industry, the Government takes up the issue with State Governments. Government has also undertaken several public anti-piracy awareness initiatives.

Initiatives for promotion of regional films:

- National Film Development Corporation (NFDC) extends financial support to filmmakers for film production in Indian languages. NFDC also provides financial aid to the debutant director and supports co-production of films. In last 5 years, an amount of Rs. 93.64 Cr (approx.) has been sanctioned to support film production.
- In 2022, Government launched an incentive scheme for film co-production and for foreign films to be shot in India.
- In 2015, Government has set up the India Cine Hub as a single window clearance mechanism for film producers to obtain requisite clearances. The portal is linked to State government's portals for faster approvals.

WAVES 2025

- Technology is changing how digital content is developed and consumed. Bharat has a vibrant creator economy and Government is actively working with all stakeholders to promote the content creators.
- Government of India along with media and entertainment industry is hosting the inaugural World Audio Visual & Entertainment Summit (WAVES) 2025 from 1st to 4th May, 2025.
- WAVES is a global platform for the entire media and entertainment sector. It will provide Bharat's creators a global audience, further improving economic and employment opportunities.