

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING

RAJYA SABHA
UNSTARRED QUESTION NO. 3271
TO BE ANSWERED ON 28.03.2025

STEPS TO PROTECT TRADITIONAL ENTERTAINMENT INDUSTRY

3271: Shri Jaggesh

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

- (a) whether it is a fact that film industry is undergoing a significant transformation marked by shrinking revenues, decreasing output, and changing consumer preferences due to advent of social media;
- (b) whether social media has become a decisive factor in determining film's box office success;
- (c) whether rapid spread of negative reviews and opinions about a film, often before people have even seen it, potentially impacting box office performance, creating a culture of instant judgment;
- (d) if so, the details thereof; and
- (e) the manner in which Government will stop the adverse effect of social media on the country's traditional entertainment industry, the details thereof?

ANSWER
MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS

(DR. L. MURUGAN)

(a) to (e): Technology is an important aspect of how films are developed, marketed and showcased. Government has taken various initiatives to support the film industry by promoting development of regional films, easing the clearances processes, providing incentives to shoot films in India, etc. To promote creator economy,

Government along with industry stakeholders is hosting the inaugural World Audio Visual Entertainment Summit (WAVES) 2025 from 1st to 4th May 2025.

The policies of the Government are aimed at ensuring that Internet in Bharat is open, safe, trusted and accountable to all.

Information Technology Act 2000 and rules made thereunder cast specific due diligence obligations on the intermediaries including social media platforms to make reasonable efforts by themselves and to cause the users of their computer resources not to host, store, transmit, display or publish, etc. any such information that inter-alia is misinformation, patently false information, untrue or misleading in nature, or that violates any law for the time being in force.
