

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

**LOK SABHA  
UNSTARRED QUESTION No. 2613  
(TO BE ANSWERED ON 19.12.2023)**

**‘DIGITAL ADVERTISEMENT POLICY’**

**2613. SHRI MANISH TEWARI:**

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

- a) the details of the Digital Advertisement Policy of the Government;
- b) whether the Ministry has conducted any evaluation regarding the efficacy, reach and impact of Digital Advertisements and if so, the details thereof;
- c) whether the Ministries/ Departments of the Government have any discretion concerning the platforms on which advertisements shall be placed or will the Central Bureau of Communications (CBC) have control over these choices;
- d) if so, the details thereof;
- e) whether the Ministries/ Departments concerned have any discretion on the shows/ programmes they wish to advertise or not advertise on the Over-the-Top (OTT)/ Audio/ Video on Demand Platform and if so, the details thereof;
- f) the manner in which any possible disputes between the CBC and the OTT/ Audio/Video on Demand Platform will be resolved; and
- g) whether the Ministry is considering creating any rules to facilitate an easy dispute resolution mechanism and if so, the details thereof?

**ANSWER**

**MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF  
YOUTH AFFAIRS AND SPORTS**

**{SHRI ANURAG SINGH THAKUR}**

**(a) to (g): The Central Bureau of Communication (CBC) under the Ministry of Information and Broadcasting undertakes awareness campaigns for dissemination of information about schemes, policies and programmes of Government of India as per the nature of messaging, target audience, availability of budget, etc. indicated by the client Ministries/ Departments of Government of India.**

**In order to enhance the reach of such campaigns and leverage digital advertisement platform's capabilities, the Government has approved a Digital Advertisement Policy, 2023 which inter-alia provides for empanelment, etc. of various digital media platforms such as OTT platforms, podcasts, internet websites and mobile applications, etc. for release for awareness/ publicity campaigns on these platforms.**

**The policy also provides for mechanism of resolution of any possible dispute between CBC and a digital media platform. The policy is available on the website of CBC i.e. [www.davp.nic.in](http://www.davp.nic.in).**

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