

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

**LOK SABHA
UNSTARRED QUESTION No. 263
(TO BE ANSWERED ON 05.12.2023)**

EMPOWERING OF CBC

**263. SHRI PRATAPRAO JADHAV:
SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:
SHRI SUDHEER GUPTA:
SHRI SANJAY SADASHIVRAO MANDLIK:
SHRI SHRIRANG APPA BARNE:**

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

- (a) whether the Government has approved/ proposes to approve a digital advertisement policy to empower its advertising wing, the Central Bureau of Communication (CBC);
- (b) if so, the details thereof along with the aims and objectives of devising this policy;
- (c) the manner in which this policy will empower CBC to empanel agencies and organizations in the Over-the-Top (OTT) and video-on-demand spaces and how it will be beneficial to the Government;
- (d) whether film industry is facing huge losses every year owing to piracy and if so, the details thereof;
- (e) whether the Government has established an institutional mechanism of Nodal officers to receive complaints against piracy and direct the intermediaries to take down pirated content on digital platforms and if so, the details thereof; and
- (f) the details of other measures taken/being taken by the Government to address the issue of piracy?

ANSWER

MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS AND SPORTS {SHRI ANURAG SINGH THAKUR}

(a) to (c): The Central Bureau of Communications (CBC) under the Ministry of Information and Broadcasting undertakes awareness campaigns for dissemination of information about schemes, policies and programmes of Government of India. In order to enhance the reach of such campaigns and leverage digital advertisement platform's capabilities to deliver context-specific and user-specific advertisements to citizens with high precision, 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 website and mobile application etc. The policy is available on the website of CBC i.e. www.davp.nic.in.

(d) to (f): According to industry estimates, the film industry in India loses around Rs. 20,000 crore each year due to piracy of its proprietary contents. The Cinematograph (Amendment) Act, 2023 provides for an institutional mechanism to protect the film industry from piracy of its contents, including digital piracy. As per the newly inserted Section 6AB in the Cinematograph Act, 1952, no person shall use or abet the use of an infringing copy of any film to exhibit to the public for profit at a place of exhibition which has not been licensed under this Act or the rules made there under. Further, newly inserted section 7 (1B)(ii) of the Act also provides that the Government may take suitable action for removing/ disabling access to such an infringing copy exhibited/ hosted on an intermediary platform in a manner in contravention to the section 6 AB of the Act.

An institutional mechanism of Nodal Officers has also been established in the Ministry of Information & Broadcasting and the Central Board of Film Certification for receiving complaints from the original copyright holders of cinematograph films or by persons authorized by them and/or any other person, regarding exhibition of pirated/infringing copies of films on the internet, and issuing notification to the intermediaries for disabling access to such links. In case of complaints by any person who does not have the copyright or authorized by the copyright holder, a hearing may be considered on case to case basis by the nodal officer.
