

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

**LOK SABHA
UNSTARRED QUESTION NO. 2756
TO BE ANSWERED ON 14.12.2021**

REVENUE GENERATED THROUGH ADVERTISEMENT

2756. SHRI M. SELVARAJ:

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

- a) whether a sharp rise in turnover of entertainment and advertisement industries has been reported in the country during the last four years;
- b) If so, the details of the annual turnover of these industries during the years 2018-19, 2019-20 and 2020-21;
- c) the segment of the information and broadcasting sector i.e. print, electronic media, wall painting and other which received maximum number of advertisements along with the revenue generated therefrom;
- d) whether incidents of misleading the common man through these advertisements have come to light and if so, the details thereof; and
- e) the corrective action taken by the Government in this regard?

ANSWER

THE MINISTER OF INFORMATION & BROADCASTING AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (c): The Government does not maintain data separately for the Media & Entertainment sector including for the advertisements on various media platforms.

(d) & (e): All advertisements telecast on TV channels are regulated in accordance with the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995. The Ministry of Information and Broadcasting issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code. Appropriate action is taken when violation of the code is established.

In respect of advertisement in print media, Press Council of India, which is an autonomous body functioning under the 'Press Council Act, 1978', has laid down a complaint mechanism for redressing any complaint received by it and the same is dealt in accordance with the Press Council (Procedure for Inquiry) Regulations, 1979. Press Council of India has framed "Norms of Journalistic Conduct" which inter alia covers principles and ethics with regards to the advertisements in the print media.

Under the Consumer Protection Act, 2019, a Central Consumer Protection Authority (CCPA) has been established w.e.f. 24.07.2020 which inter-alia looks into misleading advertisements either suo-motu or on complaints or on directions from the Central Government.
