

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

**LOK SABHA  
UNSTARRED QUESTION NO. 4307  
TO BE ANSWERED ON 26.03.2025**

**GROWTH IN MEDIA AND ENTERTAINMENT INDUSTRY**

**4307: SHRI JAI PRAKASH**

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

- a) whether it is a fact that the media and entertainment industry has been experiencing tremendous growth in the past few years and this industry has become very competitive by undergoing a dramatic transformation as advances in Augmented Reality (AR) and Virtual Reality (VR);
- b) if so, the details thereof;
- c) whether this industry is facing a lot of problems with regard to copyright and conversion of digital platform and its utilization; and
- d) if so, whether the Government is contemplating to introduce measures to safeguard their interest?

**ANSWER**

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND  
PARLIAMENTARY AFFAIRS (DR. L. MURUGAN)**

(a) to (b): As per the report of AVGC Task force of this Ministry published in 2022, the Media and Entertainment industry, particularly the AVGC sector, has been experiencing tremendous growth and is becoming increasingly competitive. The Indian AVGC sector has witnessed unprecedented growth rates, attracting global players to leverage India's talent pool for offshore services.

(c) to (d): The content of publishers of news and current affairs on digital media and the content of publishers of online curated content (OTT Platforms) is regulated under the provisions of Information Technology (Intermediary Guidelines and Digital Media, Ethics Code) Rules, 2021 notified on 25.02.2021 under IT Act, 2000. The Part-III of the rules, administered by Ministry of Information and Broadcasting, provides for a Code of Ethics for such publishers. The Code of Ethics for OTT, inter-alia, prohibits them to transmit any content which is prohibited by any law for the time being in force, including Copyright Act, 1957.

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