

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 2482
TO BE ANSWERED ON 21.03.2025**

LOSSES FACED BY FILM AND TELEVISION INDUSTRY DUE TO DIGITAL PIRACY

2482: SHRI SANJEEV ARORA

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

- a) data on the losses faced by the Indian film and television industry due to digital piracy over the last five years, and steps taken to curb unauthorized distribution of content;
- b) the current anti-piracy measures implemented by the Ministry in collaboration with law enforcement;
- c) whether there are any plans to strengthen digital security for high-risk media content; and
- d) plans to develop public awareness campaigns on piracy, informing consumers of the legal and ethical implications of pirated content, and promoting legitimate content platforms?

ANSWER

**MINISTER OF STATE FOR INFORMATION & BROADCASTING AND
PARLIAMENTARY AFFAIRS**

(DR. L. MURUGAN)

(a) to (c): The Government does not maintain specific data on revenue losses faced by the Indian film and television industry due to digital piracy.

The Cinematograph Act, 1952 has been amended in 2023 to include the provisions for addressing the issues of unauthorized recording and exhibition of films to curb the menace of film piracy by transmission of unauthorized copies on the internet. Section 6AA inter-alia prohibits unauthorized recording of films with the intention of transmission of infringing copies of films. Further, Section 6AB prohibits public exhibition of an infringing copy of any film for profit in a manner that amounts to the infringement of copyright under the provisions of the Copyright Act, 1957 or any other law for the time being in force. Also, Section 7(1B)(ii) empowers the Government under section 79(3) of the Information Technology Act, 2000 for taking action against intermediaries hosting pirated content.

Under these provisions, an institutional mechanism has 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 line with the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, intermediaries, including social media platforms, are required to take due diligence measures to prevent the hosting or transmission of infringing content. Rule 3(1)(b)(iv) of the IT Rules, 2021 specifically prohibits content that infringes copyrights or other proprietary rights. Rule 3(1)(d) mandates platforms to remove infringing content upon receiving court orders, notices from government authorities, or complaints from affected parties.

Furthermore, the Copyright Act, 1957 provides for both civil and criminal remedies against piracy, including injunctions, damages, seizure of infringing copies, and imprisonment for up to three years under Section 63. Section 65A of the Act also criminalizes the circumvention of technological protection measures used to safeguard copyrighted works.

(d): The Government has undertaken several public awareness initiatives in collaboration with various stakeholders. The Cell for IPR Promotion and Management (CIPAM) under DPIIT has launched anti-piracy campaigns featuring Bollywood actors such as Amitabh Bachchan, Vidya Balan, and Alia Bhatt, along with educational programs for law enforcement agencies.

Additionally, in collaboration with Viacom18, an awareness campaign was conducted using characters from the popular animated series "Motu Patlu" to educate younger audiences about the risks and consequences of piracy. These awareness videos were widely broadcast across multiple network channels.
