



Digital Advertisement Policy, 2023

For Prelims: Digital Advertisement Policy, 2023, Central Bureau of Communication (CBC), Digital Media, Social media, [Over-the-Top \(OTT\)](#) platforms.

For Mains: Digital Advertisement Policy, 2023, Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

[Source: IE](#)

Why in News?

Recently, the Ministry of Information and Broadcasting has approved the **Digital Advertisement Policy, 2023** to enable and empower the Central Bureau of Communication (CBC) to undertake campaigns in the **Digital Media** space.

- The CBC operates under the Ministry of Information and Broadcasting and is responsible for creating awareness and disseminating information about various government programs, schemes, and policies in India.
- CBC is committed to adapting to the **changing media landscape and embracing new technologies** to reach a wider audience.

What are the Key Policies under the Digital Advertisement Policy, 2023?

- **Expansion to Digital Platforms:**
 - The CBC can advertise on social media, [Over-the-Top \(OTT\)](#) platforms, digital audio platforms, mobile applications, and websites.
 - It mandates that the websites, mobile apps, OTT platforms and digital audio platforms **need to be at least a year old to be eligible** to apply under the scheme.
- **Advertisement Rates and Transparency:**
 - Advertising rates will be linked to subscriber base and viewership numbers, determined through competitive bidding to ensure transparency and efficiency.
 - Rates discovered through this process will remain valid for three years.
- **OTT Platforms Engagement:**
 - OTT platforms can be empanelled not only for placing advertisements during regular content **but also for the production of embedded/in-film advertisements**, promotions, or branding activities as per CBC's Letter of Intent.
- **Funding Source:**
 - The CBC typically utilizes 2% of the total outlay of government schemes for publicity and outreach activities, and this fund is used for advertisements and campaigns.

What is the Significance of Digital Advertisement Policy, 2023?

- This policy marks a pivotal moment in CBC's mission to disseminate information and create awareness **regarding various schemes, programs**, and policies of the Government of **India in**

response to the evolving media landscape and the increased digitalization of media consumption.

- The huge subscriber base in the Digital Universe, coupled with technology enabled **messaging options through Digital advertisements** will **facilitate effective delivery** of citizen centric messages in a targeted manner, resulting in cost efficiencies in public oriented campaigns.
- In recent years, the way audiences consume media has witnessed a significant shift towards the digital space.
- The Government of India's Digital India program has led to a huge growth in the number of people in the country who are now connected to the internet, social and digital media platforms.
 - As per **TRAI's** Indian Telecom Services Performance Indicators January-March 2023, **the internet penetration in India as of March 2023, is over 880 million**, and the number of telecom subscribers as of March 2023 is over 1172 million.

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