'Centre to roll out digital ad policy soon'

'Move Seeks To Benefit Digital News Industry'

Times News Network



Rajeev Chandrasekhar's claims in the backdrop of a dispute's on the revenue share between digital news publishers

New Delhi: Govt will roll out a 'digital advertising policy' soon, MoS Information Technology Rajeev Chandrasekhar said on the second BRICS Industries Joint Working Group meeting on digital economy in Brazil on January 30-31.

"The Commissioner's decision on the initial level of 12 award discounts on the Schools and Challenges is based on the... of statistical data... of statistical data... of statistical data...

"Let me say... [illegible] ... we need to bring on it digital advertising policy soon. MoS emphasised that children or... [illegible] ... and ecosystem," he said.

The government's initiative digital economy publication and Raj Tech platform ensures revenue-sharing model was already implemented by [illegible] ... [illegible] ... Chandrasekhar said.

The MoS's remarks also the current resolution to draw caution the publishers plan [illegible] ... [illegible] ... [illegible] ...