

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2175
ANSWERED ON:22.07.2004
DURATION OF ADVERTISEMENTS
Deshmukh Shri Subhash Sureshchandra

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

- (a) whether the Government propose to reduce the duration of advertisements shown during time slot of various programmes;
- (b) if so, by when; and
- (c) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (c): The Telecom Regulatory Authority of India (TRAI), which has been notified as a Regulatory for broadcasting and cable services on 9th January, 2004, has been requested to make recommendations regarding parameters for regulating maximum time for advertisements in pay channels as well as other channels. TRAI's recommendations are awaited.