

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

UNSTARRED QUESTION NO:402
ANSWERED ON:27.07.2010
SOUND VOLUME IN TV BROADCAST
Kumar Shri Kaushalendra

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

- (a) whether any standards for minimum level of sound volume in decibels has been prescribed for TV Broadcast;
- (b) if so, the details thereof;
- (c) whether there have been reports of certain TV channels amplifying the sound volume beyond the prescribed limits while broadcasting advertisements;
- (d) if so, the details thereof;
- (e) whether any complaints have been received in this regard; and
- (f) if so, the details thereof and the action taken in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

- (a) & (b) No such standard for minimum level of sound volume has been prescribed for TV broadcast by this Ministry. However Rule 7 (6) of the Cable TV Networks Rules, 1994 provides, 'the picture and the audible matter of the Advertisement shall not be excessively 'loud'.
- (c) No such reports have been received in this Ministry.
- (d) Does not arise.
- (e) No, Sir.
- (f) Does not arise.