

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

UNSTARRED QUESTION NO:2569
ANSWERED ON:10.08.2010
TIME SLOT FOR ADVERTISEMENTS
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has fixed any criteria/made guidelines for allocating time slot for the telecast of advertisements in between programmes shows on television;
- (b) if so, the details thereof and the date on which it was to come into effect;
- (c) whether the said guidelines are being followed by all private TV channels and Doordarshan channels;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefore alongwith the monitoring mechanism set up to monitor the same?

Answer

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

(a) & (b) All Private Satellite TV channels have to follow the provisions contained in Rule 7 (11) of the Cable Television Networks Rules, 1994 which provides that no programme shall carry advertisements exceeding twelve minutes per hour which may include upto ten minutes per hour of commercial advertisements and upto two minutes per hour of a channel's self promotional programmes. The said provision came into effect through a notification which was issued on 31.07.2006.

Regarding Doordarshan Channels there is a fixed time slot for telecast of advertisements in between the programmes shown on Doordarshan. As per the sponsorship guidelines, for a 30 minutes programme 7.5 minutes of advertisements/promos/public service messages etc. can be telecast. The sponsorship guidelines came into effect from 1.7.2004.

(c) to (e) The Electronic Media Monitoring Centre (EMMC) set up by the Ministry of Information and Broadcasting constantly monitors TV channels for any violation.

It is informed that Doordarshan Channels adhere to the above guidelines, however, complaints of violations of the said rule by some private channels have been received in the Ministry. Broadcasters have also made a request to the Ministry to reconsider Rule-7 (11) of Cable Rules so as to increase the time limit of showing advertisements on TV Channels.