

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

UNSTARRED QUESTION NO:7498

ANSWERED ON:22.05.2012

BROADCASTING CONTENT COMPLAINTS COUNCIL

Annayagari Shri Sai Prathap;J Helen Davidson;Sugavanam Shri E.G.

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

- (a) whether the Government had proposed to set up a Broadcasting Content Complaints Council (BCCC) in consultation with the Indian Broadcasting Foundation (IBF) for self regulation by the satellite TV channels on the content of their programmes;
- (b) if so, the details alongwith the present status thereof;
- (c) the time by which it is likely to be operational;
- (d) whether the Government/Telecom Regulatory Authority of India (TRAI) proposes to regulate the content and advertising norms to give consumers a better viewing experience; and
- (e) if so, the details thereof and the steps taken in this regard?

Answer

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

(a) to (c): The Indian Broadcasting Foundation (IBF), an industry body representing major satellite TV channels, in consultation with the Ministry, has set up a two tier self-regulatory mechanism on content for entertainment channels with the first tier at the level of broadcaster and the Broadcasting Content Complaints Council (BCCC) at second tier. The BCCC is a 13 Member body consisting of a Chairperson being a retired judge of Supreme Court or High Court and 12 other Members.

The BCCC will have the mandate to look into all complaints relating to violation of Programme Code by entertainment channels, and give suitable directions to concerned channels to modify or withdraw any objectionable content. If it is reported to the BCCC or it comes to its notice that any Broadcaster/Television Channel is not complying with its directions, it has the mandate to initiate any one or a combination of the following action:-

- (i) Issue a warning to implement the direction within next forty-eight hours.
- (ii) Air an apology in such manner as may be decided.
- (iii) Issues a directive to the IBF not to consider the outstandings of that Channel for processing till the matter is resolved.
- (iv) Issue a directive to IBF to take necessary action to expel the concerned member.
- (v) In exceptional cases of a Television Channel not carrying out the directions of the BCCC, the BCCC may recommend to the Ministry of Information and Broadcasting for appropriate action against the Channel, as per the law.

Any Directive issued by the BCCC to the IBF shall be binding and must be implemented with immediate effect. The BCCC has come into operation in the month of June 2011.

(d)&(e) TRAI has issued the "Standards of Quality of Service (Duration of Advertisements in the TV channels) Regulations, 2012 (15 of 2012) dated 14.05.2012. the salient features of these regulations, are:-

- (a) The duration of advertisements in the TV channels to be limited to 12 minutes per clock hour. Any shortfall of advertisement duration in any clock hour not to be carried over.
- (b) The advertisement during live broadcast of a sporting event to be run only during the breaks in the sporting action.
- (c) The minimum time gap between any two consecutive advertisement breaks not be less than 15 minutes; in case of movie, this time gap should be minimum 30 minutes. However, this condition not to apply in case of live broadcast of a sporting event.
- (d) The advertisements to be only full screen. Part Screen and drop-screen advertisements not to be permitted.
- (e) The audio level of the advertisements carried in TV channels not to be higher than the audio level of the programmes being

broadcast in the channel.