

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

UNSTARRED QUESTION NO:7449

ANSWERED ON:22.05.2012

ADVERTISEMENTS ON TV CHANNELS

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

- (a) whether the Government has evolved any policy guidelines regarding the time allotted to advertisements vis-à-vis actual programmes on television channels;
- (b) if so, the details thereof;
- (c) whether most of the channels spend substantial time in advertisements rather than on the actual programmes;
- (d) if so, the guidelines issued by the Government in this regard; and
- (e) the steps taken/proposed to be taken to ensure that more time is given to the telecast of actual programmes?

Answer

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

(a), (b) and (d): Telecast of advertisements on private satellite/cable TV channels is regulated as per the Cable Television Networks (Regulation) Act, 1995. There is no pre-censorship of advertisements telecast by such television channels. However, advertisements telecast thereon are required to be in accordance with the Advertising Code prescribed in the Rule 7 of Cable Television Networks Rules, 1994. The Sub-Rule 11 of Rule 7 provides that "No programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of a channel's self-promotional programmes."

(c) Some instances of private satellite/cable television channels exceeding the time limit for advertisement, as prescribed in the said Rule 7(11) of the Cable Television Networks Rules, 1994, have come to the notice of the Government.

(e): Rule 7(11) of the Cable Television Networks Rules, 1994, already regulate the duration of advertisement telecast by private satellite/cable television channels. In this behalf, the Telecom Regulatory Authority of India has also notified "Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012 (15 of 2012). The Regulation covers a whole range of issues relating to telecast of advertisements including duration of advertisement".