

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

UNSTARRED QUESTION NO:2940
ANSWERED ON:11.12.2012
ADVERTISEMENTS DURING TV PROGRAMMES
Vijayan Shri A.K.S.

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

- (a) whether Government has formulated any guidelines/rules to carry advertisements during the telecasting of various programmes by TV channels;
- (b) if so, the details thereof along with the monitoring mechanism to ensure the compliance of the said guidelines/rules;
- (c) whether the Government has taken note of a number of TV channels which have not complied with the said guidelines/rules;
- (d) if so, the details thereof and the action taken thereon, so far;
- (e) whether the Government is aware that the audio level of the advertisements carried in TV channels is higher than the audio level of the programmes being telecast in the channel; and
- (f) if so, the details thereof and the action taken thereon?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) & (b) Advertisements telecast by private Satellite/Cable TV channels are required to be in conformity with the Advertising Code laid down in Rule 7 of the Cable Television Networks Rules, 1994, which contains a whole range of principles to be strictly followed by such TV channels. The Advertising code prescribed in the Cable Television Networks Rules is placed in the Annexure-I. The Government has set up the Electronic Media Monitoring Centre (EMMC) to monitor programmes and advertisements telecast by such TV channels with a view to observing violation of the Programme and Advertising Codes. Violations of advertising code, which came to the notice of the Ministry of Information & Broadcasting and those reported by EMMC are placed before the Inter Ministerial Committee (IMC) and action is taken in cases where violation is established for consideration under the Cable Television Networks (Regulation) Act, 1995.

(c) & (d) Some instances of violation of the provisions of the Advertising Code has been brought to the notice of the Government. A list of violations of the Advertising Code for the current year and the action taken thereon is placed in Annexure-II. Advisories/letters have been issued by the Ministry of Information & Broadcasting to all TV channels, NBA and the IBF from time to time, advising them to abide by the provisions of the Advertising Code of the Cable Television Networks Rules 1994.

(e) & (f) Rule 7(6) of the Cable TV Networks Rules, 1994 provides that 'the picture and the audible matter of the advertisement shall not be excessively loud'. Action is taken by the Government as and when violation of Rule 7(6) is reported.