

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

STARRED QUESTION NO:406

ANSWERED ON:23.04.2013

CAP ON ADVERTISEMENTS DURING TV PROGRAMMES

Gaikwad Shri Eknath Mahadeo;Kumar Shri Shailendra

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

- (a) the policy guidelines regarding the time allotted to advertisements vis-à-vis actual programmes/news telecast on TV channels and the monitoring mechanism put in place to ensure quality programmes/news and to regulate the duration of advertisements telecast by TV channels;
- (b) whether the Telecom Regulatory Authority of India (TRAI) has notified regulations for restricting advertising time on TV channels;
- (c) if so, the details thereof;
- (d) whether the Government has received suggestions from TV broadcasters, other stakeholders and viewers in this regard; and
- (e) if so, the details thereof along with the corrective measures taken/being taken by the Government in this regard?

Answer

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

(a)to (e) A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 406 FOR ANSWER ON 23.04.2013

The duration of the advertisements to be telecast on TV channels is covered under the Advertising Code as provided under Rule 7 of the Cable Television Networks Rules, 1994 framed under the Cable Television Networks (Regulation) Act, 1995. Rule 7 (11) of the said Rules 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 the channel's self promotional programmes".

An Electronic Media Monitoring Centre (EMMC) has been set up to monitor the telecast of advertisements on TV channels in accordance with the provisions of Rule 7 of the Cable Television Networks Rules, 1994. Ministry has also set up an Inter Ministerial Committee (IMC) to look into specific complaints or take suo-moto cognizance of the violation of the Programme and Advertising Codes. Advertising Standards Council of India (ASCI) has also been set up by the Industry, as a self regulatory mechanism, to take cognizance of violations of the Advertising Code during the telecast of advertisements on TV channels and take necessary action.

Telecom Regulatory Authority of India (TRAI) has notified the "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013" on 22-03-2013 which has come into effect from the same date. Regulation 3 of the said Regulations prescribes a limit of 12 minutes per clock hour for advertisements carried by the broadcasters in their channel (s). The explanatory Memorandum annexed to the Regulation explains the objects and reasons of the said regulation and also contains the views expressed by various stakeholders submitted to TRAI during the consultation process. A copy of the gazette notification dated 22-03-2013 is available on the website www.traai.gov.in.

Following the issue of aforesaid regulation by TRAI, some representations have been received by this Ministry from the broadcasters opposing the same on the grounds that TV channels, especially News Channels are facing difficult business environment due to low revenue accrual. The Ministry has taken up the matter with TRAI.