

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

UNSTARRED QUESTION NO:745
ANSWERED ON:08.08.2013
FREQUENT AND LONG ADVERTISEMENTS
Baitha Shri Kameshwar ;Sugavanam Shri E.G.

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

- (a) whether the Government is aware of the frequent and long advertisements appearing in various television and radio channels causing much annoyance to viewers/listeners and if so, the details thereof;
- (b) whether the Telecom Regulatory Authority of India has fixed maximum time-limit for showing advertisements and promotion clips during an hours of programmes; and
- (c) if so, the details thereof and the action taken by the Government on the TV channels and radio channels which violated their rules since its framing?

Answer

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

(a) to (c) Telecom Regulatory Authority of India (TRAI) has notified the "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013" on 14-05-2012 which was subsequently amended by TRAI on 22-03-2013. A copy of the gazette notification dated 22-03-2013 is available on the website www.trai.gov.in.