

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

UNSTARRED QUESTION NO:3042

ANSWERED ON:29.08.2013

RESTRICTION OF TIME FOR ADVERTISEMENTS ON TELEVISION CHANNELS

Patel Shri Devji

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

(a) whether the direction of the Telecom Regulatory Authority of India to restrict the time for advertisements and promotion clips on television channels is being complied with by the Television channels;

(b) if so, the details thereof; and

(c) if not, the action taken by the Government so far in this regard?

Answer

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

(a) Telecom Regulatory Authority of India (TRAI) have issued the regulation on "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013, dated 22.03.2013 which is available at www.trai.gov.in.

(b) to (c) The information is being collected and the same will be laid on the table of the house.