

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

UNSTARRED QUESTION NO:2765
ANSWERED ON:30.07.2014
ADVERTISEMENTS ON TV
Joshi Shri Pralhad Venkatesh

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

- (a) whether the Government has issued any specific guidelines regarding airing of advertisements on Television Channels;
- (b) if so, the details thereof and the current status of implementation of the norms in this regards; and
- (c) the details of advertisement revenue earned by Doordarshan during the last three years and the current year, year-wise?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

a) & (b): All advertisements telecast by private satellite TV channels are regulated as per the Advertisement Code as contained in Cable Television Networks Rules, 1994 framed under the Cable Television Networks (Regulation) Act, 1995. Although there is no provision of pre-censorship of advertisements telecast on private satellite TV channels, they are required to conform to the Advertising Code. Action is taken against TV channels, whenever any violation of the Advertising Code is brought to the notice of this Ministry.

(c) The advertisements revenue made by Doordarshan during the last three years and the current year is as under:

Financial Year	Gross Revenue (Rs. in Crores)
2011-12	1100.27
2012-13	1298.16
2013-14	1295.86
2014-15	87.76

(up to May 2014)