

GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION AND BROADCASTING  
LOK SABHA  
UNSTARRED QUESTION NO: 1333  
ANSWERED ON:12.12.2013  
AIRING OF ADVERTISEMENTS ON TV CHANNELS  
ANANT KUMAR HEGDE

(a) whether the Telecom Regulatory Authority of India (TRAI) had issued directions to TV channels to air not more than 12 minutes of advertisements per hour;

(b) if so, the fact in this regard;

(c) whether the Government has taken any steps to ensure the compliance of the aforesaid directions;

(d) if so, the details thereof;

(e) whether the violation of aforesaid directions is affecting the interests of consumers in the country; and

(f) if so, the reaction of the Government thereto?

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

**ANSWER**

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

(a) to (f): The Telecom Regulatory Authority of India (TRAI) had notified the regulation namely "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 dated 22.03.2013. The regulation 3 of the said regulation provides that no broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour. Further, regulation 5 provides that every broadcaster shall, within fifteen days from the end of a quarter, submit the details of advertisements carried in its channel to TRAI. The implementation of these regulations comes under the purview of TRAI. The aforesaid regulations have been challenged by some broadcasters before the Telecom Disputes Settlement Appellate Tribunal (TDSAT). The TDSAT vide its order dated 30.8.2013 has, inter alia directed that, the TRAI shall not take any coercive measures against the broadcasters to make them abide by the said regulations till further orders. The matter is sub-judice.