

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO: 3093

ANSWERED ON: 24.04.2012

TIME SLOT FOR ADVERTISEMENTS

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

- (a) whether the Government has formulated any guidelines/rules to carry advertisements during the telecasting of serials and other programmes by TV channels;
- (b) if so, the details thereof and the monitoring mechanism to ensure the compliance of the said rules/guidelines;
- (c) whether the Telecom Regulatory Authority of India has prepared a proposal to limit the time period for telecasting advertisements on TV channels;
- (d) if so, the outlines thereof;
- (e) whether the Government has received any complaints from any quarter in regard to the implementation of the said proposal; and
- (f) if so, the details thereof and the steps taken by the Government to ensure compliance of the said guidelines/rules by all the TV channels?

ANSWER

MINISTER OF THE STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b): Advertisements telecast by private Satellite/cable TV channels are required to be in conformity with the Advertising Code laid down in Rule 7 of the Cable Television Networks Rules, 1994, which contains a whole range of principles to be strictly followed by such TV channels. The Government has set up the Electronic Media Monitoring Centre (EMMC) to monitor programmes and advertisements telecast by such TV channels with a view to observing violation of the Programme and Advertising Codes.

(c) & (d) The Telecom Regulatory Authority of India (TRAI) have recently issued a consultation paper on "Issues related to Advertisements in TV channels" on 16-03-2012, bringing out a proposal for

regulation of duration and format of advertisements for consultation with all the stakeholders.

(e) & (f): No complaints in regard to the aforesaid consultation paper of TRAI has been received in the Ministry. The paper of the TRAI is at present at consultation stage only and no guidelines have so far been framed by TRAI.