



April 9, 2012

***The following comments are submitted to TRAI by Citizen consumer and civic Action Group (CAG) on Consultation Paper on issues related to Advertisements in TV Channels***

- Point 1 : Acceptable
- Point 2 : Acceptable for regular channels.  
However, for children's channels, the duration should be brought down even further as children are more susceptible to advertisements which are often misleading and thus the advertisers target children to influence the purchasing choice of parents. The time limit could be restricted to 5 minutes for FTA channels and 2 minutes for pay channels.
- Point 3 : Acceptable
- Point 4 : Acceptable. The same should also be applicable for other live programmes as numerous ads during a live show reduces the viewing pleasure.
- Point 5 : Acceptable
- Point 6 : Acceptable
- Point 7 : Acceptable

***In addition, we also suggest that a penalty clause be included. As we see, there are already existing provisions concerning the duration and format of advertisements in TV channels. However, we are discussing about another new set of regulations only because of the ineffectiveness of the earlier one. We have not heard of any action taken against violators. Therefore, for the proposed regulations to be more effectual, it is important that penalty clause be included to penalize abusers and enforcement made stringent so that the Regulations benefit the consumers.***