

Comments received w.r.t. OHD

Forwarded message -----

From: **TRAI CABLE** <traicable@yahoo.co.in>

Date: Thu, Nov 29, 2012 at 10:45 AM

Subject: Fw: Comments on Channel Advertisement

To: gauriskesari@gmail.com, amshtrai@gmail.com, cpsharmatrai@yahoo.com

--- On **Tue, 27/11/12**, **ravi gupta** <ravigupta001@gmail.com> wrote:

From: ravi gupta <ravigupta001@gmail.com>

Subject: Comments on Channel Advertisement

To: cp@traai.gov.in

Cc: "Advisor TRAI" <advbcs@traai.gov.in>, traicable@yahoo.co.in

Date: Tuesday, 27 November, 2012, 6:13 PM

The Chairman

TRAI

Delhi.

Dear Sir

This is with reference to the Suggestions on Advertisement in TV channels, please find below our suggestions for your kind consideration :-

1. Restrict channel logo size
2. Stop MSO / DTH operator / Other service providers to display their logo / watermarking on the screen
3. Stop pop up advertisements
4. No average time for advertisement, only per clock hour advertisement should be allowed.
5. Advertisement duration should be restricted to 10 min. in FTA channels and 6 min. in pay channels.
6. Standard / uniform audio level of all advertisements
7. No messaging / pop up of another program in the running program

8. Only single break allowed in between 30 min. program

9. Fingerprint display on channel as per fix time duration and fix size.

10. Allocate only 20% advertisement of DAVP advertisement on pay channels and rest for FTA channels.

11. Any Commercials and other promotional advertisements including their own program to count as advertisement.

12. Any paid news / programs like Baba's programs and teleshoppe etc. to count as advertisement.

Regards

For Delhi Distribution Co. (An independent MSO in Delhi)

Ravi Gupta (Proprietor)

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