

## Comments on Consultation Paper

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### **Standards of Quality of Service (Duration of Advertisements in Television Channels)** **(Amendment) Regulations, 2012**

Few comments regarding stated headline has been mentioned below to improve the feel of viewers while watching television and spending quality time to either get entertained or for quality information :-

1. Considering length of a program of 30 Min, break for advt. should not be more than thrice. Lots of break for advt. leads to discontinuity in even watching favorite programs. Viewers keep on changing channels.
2. It's very nice to see that few channels are displaying remaining duration of advt. The same should be followed by every channel. This will help viewers in planning their time and utilizing the same.
3. Captions/scrolls are certainly good for news channels but it errant if displayed on entertainment channels.
4. Local cable broadcasters used to display local advt. This also needs to be regulated.
5. Craze of format of T-20 and IPL-T20 cricket matches has created a huge effect on advt. industry & media. Experience of viewers is certainly compromised while watching exciting matches.

Yours sincerely,

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