

Comments and Suggestions- TRAI Consultation on Ad Duration in TV Channels

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**The TRAI Chairman
Doorsanchar Bhawan
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Comments and suggestions on Regulations on duration of advertisements in TV channels dated 27 August 2012

Sir,

I am very happy to know from my Cable Operator that TRAI wants to limit the duration of ads in a TV channels. As a long time consumer of cable service, I also have some points and comments to give as follows:-

1. In an hour programme, not more than five minutes ads should be there.
2. All ads must be shown before and after a serials and not in between the serials.
3. News channels carry many irritating ads like lower bands, side bands, logos etc. They must be stopped.
4. Ads should be permitted only in free channels and not the ones for which a customer will pay.
5. Loud sound of the ads is very damaging to ears. While watching a TV programme the ads with their loud sound have a shattering effect in our ears and the ads are repeated again and again increasing the damage.
6. TRAI should strictly monitor the channels for any violation of the rules. Responsibility may be given to the monitoring cell in I&B Ministry or a separate organisation be made.
7. Channels must report regularly to TRAI like any other business. After all, broadcasting is also a business and its rules and regulations must be adhered to. There are millions of people who watch TV channels, hence it is more important that they don't leave ill effects on the masses.
8. TRAI does not listen to the subscriber complaints. These technical quality of service violations can't be understood and resolved by BCCC which is

meant for regulating content. There should be a separate organisation to hear consumers on the technical quality and service quality of TV channels.

Yours Truly,

Miheer

Dwarka

New Delhi