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For Immediate Release

Telecom Regulatory Authority Of India

TRAI releases the draft regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012”

New Delhi, 27th Aug. 2012- The Telecom Regulatory Authority of India (TRAI) has today released the draft regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012” for consultation with the stakeholders.

All the television channels are required to follow the advertising code as prescribed in the Cable Television Networks Rules 1994, as amended from time to time. Generally, the duration and the format of advertisements, as being carried in the TV channels, are not in accordance with the provisions laid down in the advertising code. With the primary objective of striking a balance between giving a consumer a good TV viewing experience and protecting the commercial interests of broadcasters, a consultation paper, titled “Issues related to Advertisements in the TV channels” was issued on 16th March 2012. Based on the views/comments of the stakeholders, including consumers and consumer organisations, analysis of various aspects, facts and available studies, TRAI notified the “Standards of Quality of Service (Duration Of Advertisements in Television Channels) Regulations” dated 14th May 2012.

The said regulation has been challenged by several broadcasters in the Hon’ble TDSAT. Taking into consideration the issues raised by the broadcasters, the Authority has decided to review the Standards of Quality of Service (Duration Of Advertisements in Television Channels) Regulations, dated 14th May 2012. Accordingly, a draft regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012” has been prepared for consultation with the stakeholders. Full text of the draft regulations is available on TRAI’s website (www.trai.gov.in).

Written comments on the draft regulations are invited from the stakeholders by 11th September, 2012. The comments may be sent, preferably in electronic form to Mr. Wasi Ahmad, Advisor (B&CS) on the e-mail address advbcs@traigov.in/traicable@yahoo.co.in. The comments can also be mailed to address given below or faxed to 011-23220442. Comments will be posted on the TRAI's website.

Rajeev Agrawal
Secretary, TRAI