

TELECOM REGULATORY AUTHORITY OF INDIA

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TRAI issues Consultation Paper

on

“Issues Related to Advertisements in TV Channels”

New Delhi, 16th March, 2012: The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Issues Related to Advertisements in TV Channels”.

2. The advertisement revenue has been a substantial portion of the overall television industry revenues. Perhaps, this has led to the tendency of pushing more and more advertisements in the television programmes in both pay and FTA channels. The increasing duration and distracting formats of advertisements has, however, adversely affected the consumers’ viewing experience. This has been reflected in numerous consumer complaints and opinions being expressed at various fora.

3. With the primary objective of striking a balance between giving consumers a good TV viewing experience, and protecting the interests of all the stakeholders of the television industry, TRAI, *suo motu*, is taking up a review of existing regulations on duration of advertisements and their format of presentation in television channels in India. This consultation paper after analyzing various issues, brings out a proposal for regulating the advertisement duration and format in television channels for consultation with the stakeholders. The salient features of the proposal pertain to:

- (i) Prescribing upper limit for the duration of advertisements on clock hour basis.
- (ii) Different maximum limits for the duration of advertisements in FTA and Pay channels in a clock hour.
- (iii) Scheduling advertisement breaks only during the interruption in the sporting action, in case of telecast of live sporting events.
- (iv) Defining time gaps between consecutive advertisements breaks during telecast of movies and other programmes.
- (v) Permissibility of part screen advertisements.
- (vi) Prescribing screen area in case of news channels for running non-commercial scrolls, tickers etc.
- (vii) Prescribing audio level of advertisements viz-a-viz rest of the programmes.

4. Full text of the Consultation Paper is available on TRAI's website (www.trai.gov.in). Written comments on the issues raised in this consultation paper are invited from the stakeholders by 27th March, 2012, and counter-comments on the comments by 2nd April, 2012. The comments and counter-comments may be sent, preferably in electronic form, to Mr. Wasi Ahmad, Advisor (B&CS) on the e-mail address: advbcs@trai.gov.in or traicable@yahoo.co.in. The comments can also be mailed to address given below or faxed to 011-23220442. Comments and counter-comments will be posted on the TRAI's website. For any further clarifications please contact Mr. Wasi Ahmad, Advisor (B&CS) on 011-23237922.

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