

**Comments received w.r.t. OHD**

**Page-1/2 of Response to**

**Open House Discussion (OHD) on Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012**

**Location:** New Delhi

**Event Date:** 23/11/2012

30-11-12

Dear Sirs,

As in course of discussions about the duration of ads on air we got to learn much about several other aspects of telecasting and its implications for people in the business, please allow me to elaborate a few other aspects of television viewing impacts from the viewers' perspective, as these have irked us progressively over the years.

**1.Duration of Ad Breaks-** Not only are the ad breaks too frequent and too long, ads are also frequently repeated several times within the same slot.

**2.Types of Ads**

**Sexually Explicit Ads** Ads now come loaded, heavy on innuendoes, exuding sexuality, and often quite explicit, sparing no age, culture or economic group; anything to boost sale of a product.

**Nature of Programmes vis-a vis the Ads-** There is no consideration or restriction on what kind of ads are to be inserted into what kind of programmes. Countless examples of this abound. (A Harpic ad, showing an open Indian style toilet, and what Harpic can do, interrupting the Mahalaya annual. It jars our sensibilities and violates our religious sentiments. It is the same as bringing the toilet right into the puja room. And though God is *everywhere*, the above is not an acceptable practice).

**Pretence of Tradition** There is also the tendency in ads to explore the scriptures, taking from its rhyme, rhythm and music to sell products under the garb of 'returning to the roots', or 'rekindling traditions' to promote everything from cosmetics to condoms, taking computers, underwear, motor tyres, toffees, et al in its fore.

**The crowded screen-** all the pop up & strip ads make the screen very disturbed and of low aesthetic value, giving a viewer the feeling of peeping through windows into his neighbour's house in cheap, congested surroundings.

**Far-reaching impact of TV-** Television is a very wide & far reaching medium. Beaming round the clock, they mould public taste. The *need to sell must* not be allowed to over ride every other consideration, making sale and revenue as the sole functions of television. *Logistics cannot be allowed thus to completely over run the very purpose of a medium*, as is regrettably the case now. Under the garb of becoming modern & progressive there is no need to become brazen & shameless, reducing everything to a Kamasutra.

*Man's identity lies in his culture. Once lost, no amount of revenue can buy it back.*

[Suggestions follow on Pg 2]

**SUGGESTIONS**

1. There should be no Ads in Pay Channels as promised to us when introducing this model. It should not in any case be more than 1:10 minutes=no more than 6 minutes per hour.
2. To begin with get strict about **implementing** the law allowing only 12 minutes of ads to the hour, and gauge viewer experience. Only then proceed further. Amending/raising the bar without implementation is a core Indian malaise, do not adhere to it. Make a Public Undertaking on this for a period of ONE YEAR. After that REVIEW and make the final Law and pass the Regulation.
3. In the meantime, determine and TABULATE the various segments of telecaster/service providers, and formulate your laws accordingly, keeping in mind both them and the viewer as beneficiaries.
4. Reveal the Tariff Patterns between Service Providers, Operators, and Viewers / Consumers for better information and more transparency.

With technology & advancement things are complex. So the hard work it entails cannot be shied away from. At the end of the line, TV watching is for the viewers' *pleasure / learning*, not otherwise. Hence the viewer should not have to become an unwilling partner in someone else's profiteering.

**Summing Up.**

**Why protect only the *businessman* and not the viewer/consumer?**

Thanking You,

Sincerely,

***Aruna Bhowmick,***

[Critic, Art & Culture,]

Gen. Secretary, Green Park Extension Association,

U-18 Green Park Extension,

New Delhi 110016.

Ph-9811453647