

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 07.03.2011
ANSWERED ON
DURATION OF ADVERTISEMENTS .

1163

SHRIMATI SHOBHANA BHARTIA

Will the Minister of COALINFORMATION AND BROADCASTING be pleased to state :-

- (a) whether it is a fact that as per rule 7(ii) of the Cable Television Network Rules 1994, no programme shall carry advertisements exceeding twelve minutes per hour;
- (b) whether this rule also applies to sports and new channels;
- (c) whether it is also a fact that this rule is clearly being violated by most, if not, by all the channels; and
- (d) if so, why Government has not taken any action to direct TV channels to reduce the duration of advertisements in their programmes to the permissible limits?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

- (a)& (b) Yes Sir. The rule 7(11) of the Cable Television Network Rules 1994, is applicable to all TV Channels irrespective of their genre.
- (c)&(d) Certain complaints have been received regarding alleged violation of rule 7(11) of the Cable Television Networks Rules 1994. These complaints would be dealt with as per the provisions contained in the Cable Television Networks (Regulation) Act 1995 and the rules framed thereunder.