

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 2640
TO BE ANSWERED ON 19/03/2018**

ADVERTISING CODE FOR CABLE TV NETWORKS

2640. SHRIMATI VIPLOVE THAKUR:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the advertisements telecast on private TV channels are required to adhere to the advertising code prescribed under the Cable TV Networks (Regulation) Act, 1995 and rules framed thereunder;
- (b) if so, whether any cases for violation of advertising code have been brought to the notice of the Ministry during the year 2015-2016, 2016-2017 and 2017-2018; and
- (c) if so, the details of action taken thereon, case-wise?

ANSWER

**MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING
[COL RAJYAVARDHAN RATHORE (Retd.)]**

(a) to (c): As per existing regulatory framework, advertisements telecast on private satellite TV channels and transmitted/re-transmitted through the Cable TV network are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and Cable Television Networks Rules, 1994 framed thereunder. The Act does not provide for pre-censorship of any advertisement telecast on such TV channels. However, it prescribes that all advertisements telecast on such TV channels should be in conformity with the aforesaid Advertising Code which contains a wide range of parameters to regulate advertisements on TV channels. Appropriate action is taken against the defaulting channels, if any violation of the said Code is established.

Advertisements telecast on private TV channels are required to adhere to the advertising code prescribed in Rule 7 of the Cable Television Networks Rules, 1994. Rule 7(9) of the same provides that no advertisement which violates the code for self-regulation in advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service.

An advisory to all TV channels was issued on 12.07.2017 on the request of Ministry of AYUSH to only advertise products that have valid license issued by M/o AYUSH or State Drug Licensing Authorities.

An advisory dated 11.12.2017 was issued advising all TV channels not to telecast the advertisements of condoms which are for a particular age group and could be indecent/inappropriate for viewing by children and that such advertisements may be telecast between 10:00 PM and 6:00 AM to avoid exposure of such material to children and to ensure strict adherence to the provisions contained in the Cable Television Networks Rules, 1994. Those advertisements promoting safe sex without objectifying women are allowed.
