

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

**RAJYA SABHA  
UNSTARRED QUESTION No. 3903  
TO BE ANSWERED ON 02/04/2018**

**GUIDELINES FOR ADVERTISEMENTS ON ENTERTAINMENT CHANNELS**

**3903. DR. VINAY P. SAHASRABUDDHE:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether there is an abundance of advertisements having more duration than the main programme during the fixed time allotted for the programmes being telecast on entertainment channels;
- (b) whether Government has any guideline ratio between the duration of advertisements and original programmes;
- (c) whether in many advertisements of cold drinks and vehicles, dangerous stunts are shown, imitating which result in accidental deaths;
- (d) if so, whether Government has fixed any guideline in this regard; and
- (e) the policy being formulated to compensate the loss incurred by the consumers due to misleading advertisements?

**ANSWER**

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

(a) & (b): Advertisements telecast on private satellite TV channels are required to be in conformity with the Advertising Code prescribed under Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Rule 7(11) thereof provides that “no programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of the channel’s self-promotional programmes.”

Further, Telecom Regulatory Authority of India (TRAI) also notified the regulation ‘Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations 2013’ on 22.03.2013. The regulation 3 of said regulation states as under:

**“3. Duration of advertisements in a clock hour-** No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour”.  
**Explanation:** The clock hour means a period of sixty minutes commencing from 00.00 of an hour and ending at 00.60 of that hour. (Example: 14.00 to 15.00 hours).”

The said regulations are available on TRAI website i.e. [www.traigov.in](http://www.traigov.in).” The broadcasters have approached Hon’ble High Court, Delhi against the said regulations and the matter is presently sub-judice .

(c) & (d): An advisory dated 23.06.2014 has been issued by the Ministry to all TV channels/Doordarshan/Print Media advising them to be extremely careful in portraying such stills/images/scenes which depict rash, negligent or dangerous driving; and in case, such portrayal is necessary, then it may be accompanied by appropriate message/warnings. The said advisory is available on the Ministry’s website i.e. [www.mib.nic.in](http://www.mib.nic.in).

(e): Department of Consumer Affairs has informed that presently, there is no such proposal.

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