

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

**RAJYA SABHA  
UNSTARRED QUESTION NO. 715  
TO BE ANSWERED ON 17/12/2018**

**FIXING OF TIME-LIMIT FOR ADVERTISEMENT BY TRAI**

**715. SHRI SYED NASIR HUSSAIN:**

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Telecom Regulatory Authority of India (TRAI) has fixed maximum time-limit for showing advertisements and promotion clips during an hour of programmes; and
- (b) if so, the details thereof and action taken by Government on the TV channels and radio channels which violated the rules, since it was framed?

**ANSWER**

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

(a & b): The 'Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations 2013' issued by TRAI inter-alia provides that "No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour." TRAI has not issued any Regulation on duration of advertisements on Radio channels.

Some broadcasters have approached the Hon'ble High Court, Delhi against the regulations of 2013. The matter is presently sub-judice.

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