

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION NO. 1723
(TO BE ANSWERED ON 28.12.2017)**

GUIDELINES REGARDING ALLOCATION OF TIME SLOTS TO ADVERTISEMENTS

1723. SHRI LAKHAN LAL SAHU :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has framed any policy guidelines regarding the allocation of time slot to advertisements vis-a-vis actual programmes on television channels;
- (b) if so, the details thereof;
- (c) whether most of TV channels show advertisements for more times in comparison to the actual programmes;
- (d) if so, the guidelines issued by the Government in this regard; and
- (e) whether the Government has taken/ proposes to take any steps to ensure more time for actual programmes by cutting down the time for advertisements and if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (e) Rule 7(11) of the Cable Television Networks Rules, 1994 stipulates that no programmes shall carry advertisements exceeding 12 minutes per hour which may include up to 10 minutes per hour of commercial advertisements and up to 2 minutes per hour of channels of self-promotional programmes. On duration of advertisement on Television channels, Telecom Regulatory Authority of India (TRAI) has notified the regulation namely “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 (3 of 2013) dated 22.03.2013”. The full text of the regulation is available on TRAI’s website i.e. www.trai.gov.in. This regulation has been challenged by some broadcasters before the Hon’ble High Court of Delhi. On 17.12.2013, the court has passed an interim order restraining TRAI from taking any coercive measures against the broadcasters. The matter is presently subjudice.
