

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

**LOK SABHA
UNSTARRED QUESTION NO. 2227
TO BE ANSWERED ON 14/03/2023**

GUIDELINES TO AIR ADVERTISEMENTS ON PAID CHANNELS

2227. SHRI UPENDRA SINGH RAWAT:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether the Government has taken note that almost all the paid television channels are airing advertisements in a large portion of its programmes;
- (b) if so, the details of the Government permission/ guidelines to air advertisements on paid channels;
- (c) whether the Government has any mechanism to control airing of advertisements on paid channels; and
- (d) if so, the details thereof and action taken by the Government against such paid channels?

ANSWER

**MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF YOUTH AFFAIRS AND SPORTS (SHRI ANURAG
SINGH THAKUR)**

(a) to (d): All advertisements telecast on private satellite TV channels are required to adhere to the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder which inter alia provides that no programmes shall carry advertisements exceeding 12 minutes per hour. The Ministry issues advisories from time to time to broadcasters for ensuring compliance to the Advertising Code.

The Cable Television Networks (Amendment) Rules, 2021 dated 17th June 2021 puts in place a three level grievance redressal mechanism for redressal of grievances relating to violation of the Programme Code and the Advertising Code as follows:

Level-I – Self-regulation by broadcasters,

Level-II – Self-regulation by self regulating bodies (SRBs) of the broadcasters and

Level-III– Oversight mechanism of the Central Government.

The Government takes action in appropriate cases where violation of the Programme Code or Advertising Code is established, by issuance of Advisories, Warnings, Apology scroll orders and off-air orders etc.
