

**TO BE PUBLISHED IN THE GAZETTE OF INDIA  
EXTRAORDINARY, PART III, SECTION 4  
TELECOM REGULATORY AUTHORITY OF INDIA  
NOTIFICATION**

New Delhi, the 14<sup>th</sup> May, 2012

F. No. 23-1/2012- B&CS .---- In exercise of the powers conferred by section 36, read with sub clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), read with notification of the Government of India, in the Ministry of Communication and Information Technology (Department of Telecommunications), No.39,-----

(a) issued, in exercise of the powers conferred upon the Central Government under clause (d) of sub-section (1) of section 11 and proviso to clause (k) of sub section (1) of section 2 of the said Act, and

(b) published under notification No. S.O.44 (E) and 45 (E) dated the 9<sup>th</sup> January, 2004 in the Gazette of India, Extraordinary, Part III, Section 4, the Telecom Regulatory Authority of India hereby makes the following regulations, namely: -

**STANDARDS OF QUALITY OF SERVICE (DURATION OF ADVERTISEMENTS IN  
TELEVISION CHANNELS) REGULATIONS, 2012  
(15 OF 2012)  
CHAPTER I  
PRELIMINARY**

**1. Short title, extent and commencement.** - (1) These regulations may be called the “Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012 (15 of 2012)”.

(2) They shall come into force from the date of their publication in the Official Gazette.

**2. Definitions.** - In these regulations, unless the context otherwise requires:

(a) "Act" means the Telecom Regulatory Authority of India Act 1997 (24 of 1997);

(b) "Authority" means the Telecom Regulatory Authority of India established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997;

(c) "broadcaster" means a person or a group of persons or body corporate or any organization or body providing programming services and includes his authorized distribution agencies;

(d) "broadcasting services" means the dissemination of any form of communication such as signs, signals, writing, pictures, images and sounds of all kinds by transmission of electromagnetic waves through space or through cables intended to be received by the general public either directly or indirectly and all its grammatical variations and cognate expressions shall be construed accordingly;

(e) "programme" means any television broadcast and includes;

(i) exhibition of films, features, dramas, advertisements and serials;

(ii) any audio or visual or audio-visual live performance or presentation, and----  
the expression "programming service" shall be construed accordingly;

(f) “TV channel” means a channel, which has been registered under -----

- (i) the guidelines for uplinking from India, issued vide No.1501/2/2002-TV(I)(Pt.) dated the 2nd December 2005; or
- (ii) policy guidelines for downlinking of televisions channels, issued vide No. 13/2/2002-BP&L/BC-IV dated the 11th November 2005, -----

as amended from time to time, or such other guidelines for uplinking or downlinking of television channels, as may be issued from time to time by the Government of India (Ministry of Information and Broadcasting) and reference to the term 'channel' shall be construed as a reference to "TV channel";

(g) all other words and expressions used in this regulation but not defined and defined in the Act and rules and regulations made thereunder or the Cable Television Networks (Regulation) Act, 1995 (7 of 1995) and the rules and regulations made thereunder, shall have the meanings respectively assigned to them in those Acts or the rules or regulations, as the case may be.

## CHAPTER II PROVISIONS FOR DURATION OF ADVERTISEMENTS IN TV CHANNELS

3. 1[**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)]

4. 2[]

## 3[CHAPTER III MISCELLANEOUS

4. **Power of the Authority to intervene.** --- The Authority may, by order or direction issued from time to time, intervene for the purpose of protecting the interests of the subscribers or for ensuring compliance of the provisions of these regulations.

5. **Reporting requirement.** --- Every broadcaster shall, within fifteen days from the end of a quarter, submit to the Authority, in the format specified by it by order, the details of advertisements carried in its channel.]

(Wasi Ahmad)  
Advisor (B&CS)

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1 Subs. by the First Amendment Regulation, 2013 reg. 2 (w.e.f. 22.3.2013) for the following-

**"Duration of advertisements in TV channels.--** (1) No broadcaster shall carry in its broadcast of a programme, advertisements exceeding twelve minutes in a clock hour and any shortfall of advertisement duration in any clock hour shall not be carried over.

(2) The advertisements in the clock hour shall include all types of advertisements including advertisements promoting the channel(s) of the broadcaster.

Explanation: The clock hour shall commence from 00.00 of the hour and end at 00.60 of that hour (example: 14.00 to 15.00 hours).

(3) In case of live broadcast of a sporting event, the advertisements shall be carried only during the breaks in the sporting action.

(4) The time gap between end of one advertisement session and the commencement of next advertisement session shall not be less than fifteen minutes.

*Provided that* in case of broadcast of a film or movie the time gap between end of one advertisement session and the commencement of the next advertisement session shall not be less than thirty minutes.

*Provided further that* nothing contained in this sub-regulation shall apply in case of live broadcast of a sporting event.

(5) Every broadcaster shall ensure that the advertisements carried in its channels are only full-screen advertisements and there shall be no part-screen or drop-down advertisement.

(6) Every broadcaster shall ensure that the audio level of the advertisements carried in its channel shall not be higher than the audio level of the programs being broadcast in that channel."

2 "The Authority may issue such directions as it deems fit to secure compliance of the provisions of these regulations". This clause omitted by First Amendment Regulation, 2013 reg. 3 (w.e.f. 22.3.2013).

3 Ins. by the First Amendment Regulation, 2013 reg. 4 (w.e.f. 22.3.2013).