

**Comments received w.r.t. OHD**

Forwarded message -----

From: **TRAI CABLE** <[traicable@yahoo.co.in](mailto:traicable@yahoo.co.in)>  
Date: Mon, Nov 26, 2012 at 3:41 PM  
Subject: Fwd: Fwd: "Standards of Quality of Service (Duration of Advisements in Television Channels) (Amendment) Regulations, 2012".  
To: [gauriskesari@gmail.com](mailto:gauriskesari@gmail.com), [amshtrai@gmail.com](mailto:amshtrai@gmail.com), [cpsharmatrai@yahoo.com](mailto:cpsharmatrai@yahoo.com)

--- On **Mon, 26/11/12**, Advisor TRAI <[advbcs@traigov.in](mailto:advbcs@traigov.in)> wrote:

From: Advisor TRAI <[advbcs@traigov.in](mailto:advbcs@traigov.in)>  
Subject: Fwd: Fwd: "Standards of Quality of Service (Duration of Advisements in Television Channels) (Amendment) Regulations, 2012".  
To: [traicable@yahoo.co.in](mailto:traicable@yahoo.co.in)  
Date: Monday, 26 November, 2012, 2:45 PM

from adv(b&cs)

----- Forwarded message -----

From: "Rajeev Agrawal,Secretary TRAI" <[secretary@traigov.in](mailto:secretary@traigov.in)>  
To: [advbcs@traigov.in](mailto:advbcs@traigov.in)  
Cc:  
Date: Mon, 26 Nov 2012 10:55:52 +0530  
Subject: Fwd: Fwd: "Standards of Quality of Service (Duration of Advisements in Television Channels) (Amendment) Regulations, 2012".

Rajeev Agrawal  
Secretary,  
Telecom Regulatory Authority of India  
NEWDELHI-110002, India

----- Forwarded message -----

From: Rajiv Kakria <[rkakria2@gmail.com](mailto:rkakria2@gmail.com)>  
To: [secretary@traigov.in](mailto:secretary@traigov.in)  
Cc:  
Date: Fri, 23 Nov 2012 18:16:31 +0530  
Subject: Fwd: "Standards of Quality of Service (Duration of Advisements in Television Channels) (Amendment) Regulations, 2012".  
**Dated: 23-11-2012**

To  
The Secretary,  
TRAI,  
New Delhi.

**Subject: “Standards of Quality of Service (Duration of Advisements in Television Channels) (Amendment) Regulations, 2012”.**

**Sir,**

At the outset I wish to thank you for inviting us the RWAs of Delhi to this very important Open House. I remember attending an open house in GK when CAS was first introduced in South Delhi ..... they increased the Ads time duration stating that there is revenue loss because the Roll Out is not all over the city. Now we must demand and get what was promised to us.

*I wish to draw your attention to the news report in Times of India dated 23-11-2012, Front Page Titled – “RTI panels headed by people who’ve been close to Govt: SC” .... We the RWAs have been voicing the same about DERC having Political Appointees. I hope that our experience here will be pleasantly different.*

**My suggestions are as follows ....**

- 1. One Minute advertisement break for every 10 Minute of Programming** for all channels. We leave it to the broadcaster if they wish to have two breaks at 10 Minute interval or one break at half time ie. 15 Minute ..... In case of News and Serials ..... for Movies and Sports please see points 4 and 6 below.
- 2. During Programmes we must be able to view minimum 93% of the screen** Logos / Tickers should be only at the Top or Bottom of the screen horizontally. Strictly no Pop ups in the middle of the screen to disturb a Film, Serial or Sports.
- 3. Standardize the Broadcasters Logo size and position** ..... say Bottom Right Hand Side ..... Top Right Hand Side is Disturbing while bottom Left Hand Side is least disturbing. *Logo of Service provider (CAS or DTH) should only be on the STB and Remote not on screen or maybe at the time of switching on TV for no longer than 3 seconds or on their own Movie Channels.*
- 4. During Films the Format of the actual film** should be followed as in theaters. Film Intervals are usually inserted when the Story line shifts to the next level ..... that’s how most Film Directors work. A two hour film takes four or five hours wasting precious time and electricity, not mention VIEWING PLEASURE.
- 5. English Channels MUST give the viewer the option of switching off Sub-Titles** while watching a Movie or Serial.
- 6. For Cricket or Sports there should not be any break in between over’s or Match** ..... they can be allowed 33% screen space on one side Left or Right for Pop ups without Music or sound

effects in between over's of a Cricket Match. During a Match 93% screen space must be for on field action.

**7. No Pop ups or sound effects** in between News, Serial, Sports Action or Movies.

**8. News Channels can be free to have as many windows for Guests or Speakers .....** but all the above MUST APPLY to them also. One Ticker at the Bottom for news is good enough.

**9. Disclaimers by News Channels that Views expressed** are those of the Anchor or Broadcaster, as done in news paper Columns on Edit Page. *TV Channels these days are broadcasting Views instead of News.*

**10. News Channels should broadcast unedited continuous footage** of at least 20 seconds before and after the event with actual sound ..... *cinema type editing and repeat shots with sound effects unduly dramatize News.*

**This is without prejudice to any other submission that may be submitted at the time of hearing or at a later date.**

**Warm Regards,**

s/d

**Rajiv Kakria**

Chairman, E-Block GK-I, RWA

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