



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग (पुराना मिनटो रोड),
Mahanagar Doorsanchar Bhawan, Jawahar Lal Nehru Marg,
नियर डॉ. ज़ाकिर हुसैन कॉलेज, नई दिल्ली-110002.
(Old Minto Road), Near Dr. Zakir Husain College, New Delhi - 110 002.
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New Delhi, the 5th August, 2013

ORDER

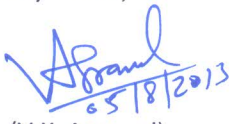
Subject: ORDER to Broadcasters under Section 12 of the Telecom Regulatory Authority of India Act, 1997, to furnish information relating to duration of advertisements on TV channels.

No. 23-1/2012-B&CS.----- Whereas the Telecom Regulatory Authority of India, [hereinafter referred to as the Authority] established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 and entrusted with discharge of certain functions, inter alia, to regulate the telecommunication services, lay-down the standards of quality of service to be provided by the service providers and to ensure the quality of service and conduct the periodical survey of such service provided by the service providers so as to protect interest of the consumers of telecommunication service;

2. And whereas the Government of India, in the Ministry of Communication and Information Technology (Department of Telecommunications), vide its notification No.39, --
(a) issued in exercise of powers conferred upon the Central Government by the proviso to clause (k) of sub-section (1) of section 2 of the TRAI Act, and
(b) published under notification number.S.O.44(E) dated the 9th January, 2004 in the Gazette of India, Extraordinary, Part III, Section 4, has notified broadcasting services and cable services to be telecommunication services;

3. And whereas in discharge of its functions under Telecom Regulatory Authority of India Act, the Authority is collecting information from the service providers on the duration of advertisements being carried in by the broadcasters in their TV channels;

4. Now, therefore, in exercise of the powers conferred upon it under section 12, read with sub-clause (i) and (v) of clause (b) of subsection (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), directs M/s «Name_Of_Broadcaster» to furnish the details of advertisements carried in all its TV channels, on weekly basis, in electronic form, as specified in the proforma enclosed with this order.


(V.K. Agarwal)
Jt. Advisor (B&CS)

To,
(«SNo»)
M/s «Name_Of_Broadcaster»
«Address»
(As per list attached)

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