

Consultation Paper on "Issues Related to Advertisements in TV Channels"

Consultation Paper No. 7 /2012

Submission of comments/views on behalf of:

Swapam Chowdhury, General Secretary
9836080592
CABLE & BROADBAND OPERATORS' WELFARE ASSOCIATION
74, Ballygange Place, Kolkata-700 019

1. **The limits for the duration of the advertisements shall be regulated on a clock hour basis i.e. the prescribed limits shall be enforced on clock hour basis.**

Comments: NO COMMENTS

2. **No FTA channel shall carry advertisements exceeding 12 minutes in a clock hour. For pay channels, this limit shall be 6 minutes.**

Comments: Since Pay channels runs exclusively of Advertisement revenue, the duration of advertisement time may be considered. But the Pay channels takes the both part of the pie. On the DAS conditions the word "Under declaration" will no more exist and hence the pay channel should be allowed to telecast Advertisement and should be add free, as its revenue model lies on the subscription revenue itself.

3. The 12 minutes of advertisements will not be in more than 4 sessions in one hour. In other words, there will be continuous airing of the TV show for at least 12 minutes each. Not more than three advertisement breaks shall be allowed during telecast of a movie with the minimum gap of 30 minutes between consecutive advertisement breaks.

Comments: No Comment.

4. In case of sporting events being telecast live, the advertisements shall only be carried during the interruptions in the sporting action e.g. half time in football or hockey match, lunch/ drinks break in cricket matches, game/set change in case of lawn tennis etc.

Comments: Conceptually it is a appropriate proposal. But we propose for ad free transmission for any sports channel which are on Pay Mode. Because on DAS mode pay channel may come with more and more subscription driven module where by subscribers may have to pay for event basis with formidable price tag. Under such business environment, our proposal for all pay channel, including sports channel, should be free of advertisement.

5. There shall only be full screen advertisements. Part screen advertisements will not be permitted. Drop down advertisements will also not be permitted.

Comments: No Comments

6. In so far as News and Current Affairs channels are concerned, they are allowed to run not more than two scrolls at the bottom of the screen and occupying not more than 10% of the screen space for carrying non-commercial scrolls, tickers etc.

Comments: No Comments

7. The audio level of the advertisements shall not be higher than the audio level of the programme.

Comments: Not only audio level, sometimes it is the video that also effect a lot for the viewers which needs to be taken into consideration.