

- 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

**Comment**

**Yes, the advertisement should be regulated on a clock hour basis.**

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

**Comment**

**For FTA channels, in a clock hour commercial will be for 8 minutes and promotions for 2 minutes i.e. a total of 10 minutes.**

**For Pay Channels, in a clock hour commercial will be for 6 minutes and promotions for 2 minutes i.e. a total of 8 minutes**

**HD channels should not carry any commercial and can have promotions for 2 minutes in a clock hour.**

**It should be noted that certain channels are presently FTA in Digital domain but pay in analog. Such channels may try to claim to be FTA channels in order to secure higher commercial time. Hence, these channels should be treated as pay till such time they have a uniform status Pay/FTA across the country.**

**If the broadcaster agrees to have a 100% advertisement free channel then he can have total forbearance on the subscription rate charged for that channel.**

- 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

**Comment**

**Total viewing breaks in an Hour should not exceed 4 and that means there should be ideally 2 commercial breaks in an half hour slot, which can include a mid-program break.**

- 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.

**Comment**

**Yes, the advertisement should be carried only during the interruption of the sporting action i.e. half times as in a football and hockey match, lunch/drink breaks in cricket match, set or game is completed as in tennis etc.**

**But, the advertisement should be subject to a maximum CAP in a 1 hour slot as follows: For commercials 6 minutes & Promotions 2 minutes i.e. a total time of 8 minutes per hour.**

**It should be noted that almost all the sports channels are pay and have a good demand on at consumer level. Certain sporting events like Cricket which command highest viewership in India are exploited by the channel broadcaster by loading the broadcast with advertisements and contaminate the viewing experience.**

- 5) 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.

**Comment**

The sole purpose of News and Current affair channels is to communicate factual information to the viewers especially during critical events like election, protests, riots, natural calamities, major accidents, etc. If these channels try to focus more on commercial scrolls, tickers etc. and allocate more screen space than mandated then it is likely to disrupt the viewing experience of the consumer and almost certainly hinder the communication of the news to the consumer.

Hence, these channels should be allowed to carry 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.

- 6) The audio level of the advertisements shall not be higher than the audio level of the program

**Comment**

Yes, the audio level of the advertisements shall not be higher than the audio level of the program as it will be an unfair broadcasting practice and also it can create a false impression on the consumer of inconsistent service provision by the Cable TV operator.