

Comments received w.r.t. OHD

Fwd: “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012”.

Monday, 3 December, 2012 6:09 PM

"amit sharma" <amshtrai@gmail.com>
[View contact details](#)

From:

"sachin verma" <sachin41@gmail.com>, "pitambar saho" <sahoop39@yahoo.co.in>, "Rajenderkumar Sharma" <rajenderkumarsharma70@gmail.com>

To:

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

From: **TRAI CABLE** <traicable@yahoo.co.in>

Date: Mon, Dec 3, 2012 at 1:10 PM

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

To: amshtrai@gmail.com, gauriskesari@gmail.com, cpssharmatrai@yahoo.com

--- On **Fri, 30/11/12**, Advisor TRAI <advbcs@trai.gov.in> wrote:

From: Advisor TRAI <advbcs@trai.gov.in>

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

To: traicable@yahoo.co.in

Date: Friday, 30 November, 2012, 3:09 PM

from adv(b&cs)

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

From: "Rajeev Agrawal,Secretary TRAI" <secretary@trai.gov.in>

To: advbcs@trai.gov.in

Cc:

Date: Fri, 30 Nov 2012 10:28:13 +0530

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

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

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

From: mukesh sood <mukesh.sood@gmail.com>

To: secretary@traf.gov.in

Cc:

Date: Thu, 29 Nov 2012 22:54:59 +0530

Subject: "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012".

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

From: **mukesh sood** <mukesh.sood@gmail.com>

Date: Thu, Nov 29, 2012 at 9:30 PM

Subject: "Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2012".

To: secretary@traf.gov.in

To
The Secretary,
TRAI,

Dated: 29-11-2012

New Delhi.

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

Sir,

As per the opportunity given to the common man to give suggestions on Duration of Advertisements on TV Channels,

I am recommending the following suggestions after attending OPEN HOUSE HEARING on 23-11-2012.

1. Duration of Advertisements can be deducted by Reducing the number of Channels Telecasting Same Programmes- If the broadcaster is telecasting same programme on different TV channels at the same time than **consumer bears no responsibility for higher running costs or losses of the broadcaster.** Broadcaster should focus on **increasing the quality and content of telecast with fewer channels** which in turn will reduce the running cost and directly the duration of advertisements. Consumers do not want more & more channels.

2. Multiple logos on the screen should be reduced- Today we can find the TV channel screen covered by **Multiple logos, time display indicators, temperature** indicators, scrolls and other tickers & pop ups. This should be reduced. Consumer does not want to see repetitive news scroll or time display indicators and other windows on the screen again and again.

3. Two breaks for every one hour of programme- Number of breaks should be reduced to 2 for every one hour of programme. Each break should be of 4 minutes.

4. Duration for advertisements should not be more than 8 minutes which is maximum. It is extremely important that Broadcasters should strictly follow the **regulation of TRAI on duration of Advertisements on News Channels.** It is possible only when the monitoring of TRAI is precise and on violation the broadcasters are stringently punished. The duration of advertisement should not be more than 8 minutes per hour.

5. No display of Forthcoming telecast by a Channel- Channels should not display the information about their forthcoming telecasts or **programmes or other advertisements and promotions at the bottom or other sides of the TV Channel Screen while running a specific programme because it reduces the pleasure of watching a particular programme.**

6. Consumer Feedback should be taken regularly by TRAI- It is the need of hour that the feedback of the consumers should be taken by TRAI at regular intervals after framing policy on Duration of Advertisement. Consider this because we are paying for channels.

7. The regulation on the duration of advertisement should be same for all channels- Today broadcasters are running their own channels where we can find that the duration of advertisements is not 12 minutes but almost 30 to 35 minutes. Once again the implementation of the policy and regulation of TRAI has to accurate.

I would like to bring the attention of TRAI towards the JUDGEMENT of Honorable Supreme Court published in TIMES OF INDIA NEWSPAPER 23-11-2012, According to which the “RTI judgement panels should not be headed by people close to Government”. I expect that TRAI will regularly involve common people for framing policies & regulations.

With Regards,

MUKESH SOOD

(A common citizen and a Cable TV consumer)

203-A, DDA MIG Green Flats, Rajouri Garden, New Delhi-110027.

Mobile: 9971677556

Email id: mukesh.sood@gmail.com