

Information note to the Press (Press Release No. 92 /2012)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

Website: www.trai.gov.in

TRAI issues the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations 2012

Delhi, 14th May 2012– TRAI today has issued the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations 2012.

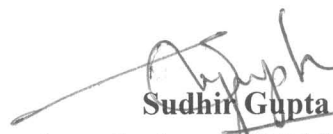
The salient features of these regulations are:

- (1) The duration of advertisements in the TV channels to be limited to 12 minutes per clock hour. Any shortfall of advertisement duration in any clock hour not to be carried over.
- (2) The advertisements during live broadcast of a sporting event to be only during the breaks in the sporting action.
- (3) The minimum time gap between any two consecutive advertisement breaks not to be less than 15 minutes; in case of movies, this time gap should be minimum 30 minutes. However, this condition not to apply in case of live broadcast of a sporting event.
- (4) The advertisements to be only full screen. Part-screen and drop-down advertisements not to be permitted.
- (5) The audio level of the advertisements carried in TV channels not to be higher than the audio level of the programmes being broadcast in the channel.

Details of the Regulations are available on TRAI website: **www.trai.gov.in**.

Contact address for any clarification:

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