

- i. **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:

This is a welcome move to regulate the duration on clock-hour basis. However, it should be clarified that the limits prescribed include all types of advertisements including commercial advertisements, public interest advertisements, channel programme advertisements and all such other promotions.

- ii. **No FTA channel shall carry advertisements exceeding 12 minutes in a clock hour. For pay channels, this limit shall be 6 minutes.**
- iii. **The 12 minutes of advertisements will not be in more than 4 session 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 for (ii) & (iii):

Pl refer the table below for illustrations of various stipulations:

FTA Channels				Pay Channels (version 1)				Pay Channels (version 2)				Movie (FTA Channels)				Movie (Pay Channels)			
From	To	Duration (Minutes)	What	From	To	Duration (Minutes)	What	From	To	Duration (Minutes)	What	From	To	Duration (Minutes)	What	From	To	Duration (Minutes)	What
09:00:00	09:03:00	3	Advt	09:00:00	09:01:30	1.5	Advt	09:00:00	09:02:00	2	Advt	09:00:00	09:40:00	40	Prog	09:00:00	09:45:00	45	Prog
09:03:00	09:15:00	12	Prog	09:01:30	09:15:00	13.5	Prog	09:02:00	09:29:00	27	Prog	09:40:00	09:50:00	10	Advt	09:45:00	09:55:00	10	Advt
09:15:00	09:18:00	3	Advt	09:15:00	09:16:30	1.5	Advt	09:29:00	09:31:00	2	Advt	09:50:00	10:30:00	40	Prog	09:55:00	10:35:00	40	Prog
09:18:00	09:30:00	12	Prog	09:16:30	09:30:00	13.5	Prog	09:31:00	09:58:00	27	Prog	10:30:00	10:40:00	10	Advt	10:35:00	10:45:00	10	Advt
09:30:00	09:33:00	3	Advt	09:30:00	09:31:30	1.5	Advt	09:58:00	10:00:00	2	Advt	10:40:00	11:20:00	40	Prog	10:45:00	11:25:00	40	Prog
09:33:00	09:45:00	12	Prog	09:31:30	09:45:00	13.5	Prog					11:20:00	11:30:00	10	Advt	11:25:00	11:30:00	5	Advt
09:45:00	09:48:00	3	Advt	09:45:00	09:46:30	1.5	Advt					11:30:00	12:00:00	30	Prog	11:30:00	12:00:00	30	Prog
09:48:00	10:00:00	12	Prog	09:46:30	10:00:00	13.5	Prog												
Ad time 12				Ad time 6				Ad time 6				Ad time 30				Ad time 25			
Programme Time 48				Programme Time 54				Programme Time 54				Programme Time 150				Programme Time 155			
Total Time 60				Total Time 60				Total Time 60				Total Time 180				Total Time 180			
Total breaks 4												Total breaks 3				Total breaks 3			

- (a) FTA channels are allowed 4 advt breaks in a clock hour. Hence, the split will be as shown in the table above (highlighted in yellow). However, the number of breaks is not defined for pay channels. Hence, they would have the options as shown in green and pink blocks above. For a viewer, it is better if the second option (version 2) is made mandatory for pay channels. This will ensure that the viewer would get to watch a news bulletin or an entertainment programme, where the general duration of such programmes is about half an hour, without an interruption.
- (b) The restriction of 3 breaks for a movie is also a welcome move. However, even here, a differentiation should be made between movie aired on an FTA channel vis-a-vis pay channel. The blocks in blue and orange above illustrate one such example.

- iv. **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:

Considering large viewership of cricket matches in India, the restrictions for cricket matches should be more elaborate and they should include the following:

- (a) The advertisements popping up during the ongoing game should be banned.
- (b) The advertisements appearing on left and bottom portion of the screen (in a right angled shape) should be banned.
- (c) Advertisements after every 'over' should be banned. There could be advertisements only when there is a break in the match because of events such as a wicket, disruption due to rains, etc.

- v. **There shall only be full screen advertisements. Part screen advertisements will not be permitted. Drop down advertisements will also not be permitted.**

Comment:

The proposal is welcome.

- vi. **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 proposal is welcome. However, the information tickers like stock quotes, temperature, match score, etc. may be restricted only for a specified time during the news bulletin.

- vii. **The audio level of the advertisements shall not be higher than the audio level of the programme.**

Comment:

This is the most important stipulation and should be strictly adhered to.

(Parsh Vasant Vaidya)