

To.

The Chairman
Telecom Regulatory Authority of India (TRAI)
Mahanagar Doorsanchar Bhawan,
Jawaharlal Nehru Marg,(Old Minto Road)
New Delhi-110002

Respected Sir,

With regard to the regulations of advertisements in TV channels in India, we put forth the following suggestion for your kind consideration and further action. The basic norms put forth towards the advertisement in TV channels by the I & B ministry for the last years were not totally adhered by the TV channels which has been openly admitted by the honorable minister of I & B in the parliament is known to all.

As per the standard norms of the advertisement code, the advertisement should not exceed 12 minutes per hour in which 10 minutes for commercial and 2 minutes for channel promotion and the break should be 15 minutes once. But as per the surveys submitted to the authority it shows the advertisement occupies 47.4 % in an hour of programme.

The advertisement revenue for the pay channels are 71.97 % and for FTA channels are 100 %. But the major point to be noted in this context is the channel growth is ever increasing e.g. 27 to 825 in 2011 shows that they are able to earn more profit even in the stiff competition. So the advertisement code should be strictly enforced as to protect the interest of the consumer who pay for the channels.

Our suggestion are:-

1. The advertisement code should be strictly enforced.
2. Violating TV channels should be penalized with heavy fine.
3. In pay channels the advertisement should be only 6 minutes per hour at the interval of 30 minutes once.
4. In FTA channels the advertisement should be only 9 minutes per hour at the interval of 20 minutes per hour which should include the channel promotion.
5. The rules and regulations should be framed as such it will create fear in the mind of the violators of Law.
6. In Tamilnadu the advertisement code is not at all adhered and here the advertisement occupies at least 53% per hour which makes the customers to high irritation and annoyance. Especially during the festivals, important days in the

important programmes and main films when screened.

7. The advertisements which are against the culture of our nation, which will pollute the minds of the youngsters, should be banned at any cost.eg. AXE WET which degrades the entire women society

8. The advertisement should be only full screen and scrolls, part of screens should not be allowed as it will disturb the entire programme ethics and disturb the viewers and divert the attention from the main programme they watch.

9. Just doing the consultation for paper sake will never benefit the customer but it should be strictly enforced with all suitable laws. This we mention here is because from our experience we feel that the attitude to TRAI and TDSAT are towards benefiting the pay channels and broadcasters and they never help the customers in the proper sense.

Thanking you Sir!

With regards,

SPK.Goguldoss,

(State President)

S.K.Bhaskar,

(State General Secretary)

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With Regards,

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