

Information note to the Press (Press Release No. 23/2013)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI notifies the regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013”

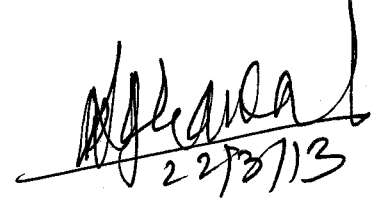
New Delhi, 22nd March 2013:- The Telecom Regulatory Authority of India (TRAI) has today notified the regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013.

2. TRAI has studied the issue of duration of advertisements being carried in TV channels. The data obtained from the Ministry of Information and Broadcasting and that collected from the broadcasters, clearly established the general perception that most of the TV channels are in brazen breach of the existing rules on the subject, notified by the Central Government in the Cable Television Networks Rules, 1994.
3. The duration of advertisements being carried in TV channels is closely related to the quality of viewing experience of the consumers which is akin to the quality of service being offered by the service providers to the consumers.
4. To ensure the quality of service and protect the interests of the consumers, TRAI has notified the regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013. This regulation mandates the broadcasters to restrict the duration of advertisements in their channels to a maximum of 12 minutes in any given clock-hour as prescribed in the existing rules. In order to monitor and ensure compliance of these regulations,


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broadcasters are now also mandated to report the duration of advertisements carried in their channels to the Authority on quarterly basis in a proforma prescribed by the Authority.

5. Full text of the regulation is available on TRAI website www.trai.gov.in .

A handwritten signature in black ink, appearing to read 'Rajeev Agrawal', with the date '22/3/13' written below it.

**Rajeev Agrawal,
Secretary, TRAI.**