

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2087
ANSWERED ON:22.07.2004
ADVERTISEMENTS ON PAY CHANNELS
Jogi Shri Ajit

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Pay Channels charge money both from Advertising companies and their viewers as well;
- (b) if so, the action taken by the Government against these channels;
- (c) whether the Government propose to put a ban on the advertisements being aired on the `Pay Channels`;
- (d) if so, the details thereof;
- (e) if not, the reasons therefor; and
- (f) the steps taken to redefine the advertisement revenue laws?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a): Both Pay and Free to Air channels charge money from advertising companies. Pay channels also charge money from subscribers through Multi Service Operators/Cable Operators.

(b) to (f): The Telecom Regulatory Authority of India (TRAI), which has been notified as the regulator for broadcasting and cable services, has been specifically asked to specify standard norms for, and periodicity of, revision of rates of pay channels, including interim measures. Besides, TRAI has been requested to make recommendations regarding the parameters for regulating maximum time for advertisements in pay channels as well as other channels. TRAI's recommendations are awaited.