

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

UNSTARRED QUESTION NO:331
ANSWERED ON:02.12.2004
INTERRUPTION BY SHOWING ADVERTISEMENTS
Patil Shri Shrinivas Dadasaheb

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

- (a) whether the government is aware of the fact that there is resentment among viewers of DD-1 while watching movies which are interrupted frequently for showing advertisements;
- (b) if so, whether the break period for advertisement would be increased on DD-1 during telecast of movies;
- (c) the ratio of the actual length of movie in time to the total period of commercial advertisements by way of breaks generally practised by the department; and
- (d) the revenue collection in rupees during telecast of one movie by the department?

Answer

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

- (a) to (c): There is practice world over to show advertisements in between programmes including films telecast on television networks. It has been informed by Prasar Bharati that they have fixed a maximum advertising time equal to 25% of the duration of the programme including movies. Prasar Bharati has further informed that the duration of advertisements during films telecast on Doordarshan is much less as compared to the advertisements during telecast of films on private TV channels.
- (d): The revenue collection from telecast of a movie depends on many factors such as popularity of the movie and time of telecast. Prasar Bharati has informed that revenue collection from Friday film during 2004 has ranged between Rs. 41 lakhs to Rs. 111 lakhs.