

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 4183
TO BE ANSWERED ON 13/12/2019**

COMMERCIALS ON CHANNELS

4183. SHRI Y. DEVENDRAPPA:

Will the Minister of **INFORMATION AND BROADCASTING**

be pleased to state:

- (a) whether it is a fact that all the channels are showing more commercials than programmes of news and other important items;
- (b) if so, it is also a fact that the consumers pay for the channels to watch news, etc;
- (c) if so, whether the Government proposes to issue any guidelines to those channels to show commercials as per Government rules; and
- (d) if so, the time by which they are likely to be issued and if not, the reasons therefor?

ANSWER

**MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE;
MINISTER OF INFORMATION AND BROADCASTING; AND
MINISTER OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
(SHRI PRAKASH JAVADEKAR)**

(a) to (d): Advertisements telecast on private satellite TV channels are required to be in conformity with the Advertising Code prescribed under Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Rule 7(11) thereof provides that “no programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of the channel’s self-promotional programmes.”

Further, Telecom Regulatory Authority of India (TRAI) also notified the regulation ‘Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations 2013’ on 22.03.2013. The regulation 3 of said regulation inter alia states that “No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding twelve minutes in a clock hour”.

The said regulations are available on TRAI website i.e. www.trai.gov.in.” The broadcasters have approached Hon’ble High Court, Delhi against the said regulations and the matter is presently sub-judice.
