

Comments

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Greetings From Consumer Guild Lucknow !

Herewith please do find the short comments on STANDARDS OF QUALITY OF SERVICE (DURATION OF ADVERTISEMENTS IN TELEVISION CHANNELS) (AMENDMENT) REGULATIONS, 2012

Comments on-

STANDARDS OF QUALITY OF SERVICE
(DURATION OF ADVERTISEMENTS IN TELEVISION CHANNELS) (AMENDMENT)
REGULATIONS, 2012

“3 Duration of advertisements in a clock hour.--- No broadcaster shall, in its broadcast of a programme, carry advertisements exceeding overall Ten minutes in a clock hour.

3. Regulation 4 of the principal regulations shall be deleted.

Explanatory Memorandum-

7- Advertising Code- Generally seen timing of advertising of every broadcaster remains same in same type of channel , at that time consumers have no option to view only advertisement in same type of channel.few guidelines can be included in this regard.

Abhishek Srivastava (Adv.)

Chairman

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