

C.3/2012.03.27

Dear Sir,

Press Release No. 64/2012 dated March 16, 2012 - TRAI Consultation Paper on Issues Related to Advertisements in TV Channels - Comments

Greetings from CUTS!

While we are in agreement with regulations proposed in section 1.23 (i to vii) of the above mentioned Consultation Paper, we would like to submit the following additional comments:

1. In most cases when advertisements are being shown, when one tries and shift to another similar channel, one comes across more if not the same advertisements again. Advertisers organise this collusive practice in association with compliant TV channels. This should be taken up by the Competition Commission of India.
2. The possibility of a time counter showing the remaining period of the advertisement should be considered to enable viewers to engage in some other activity while the advertisement runs its course.

As already stated, we are in complete agreement with the stipulations proposed in section 1.23 (page 20-21) running from i to vii.

Thanking you,

Yours faithfully,

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