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Sir,

I would like to register my comments on this issue. I strongly suggest that there should not be any advertisement on PAY Channels. If a broadcaster wants to air advertisement his channel then he shall not be allowed to charge from subscribers. He should keep his channel FTA.

Only FTA channels should be allowed to air advertisements on their channel.

A propos the above, with regard to the regulation of advertisements in TV channels in India, the Authority proposes the following stipulations. The stakeholders are invited to offer their comments on these stipulations.

- i. The limits for the duration of the advertisements shall be regulated on a clock hour basis i.e. the prescribed limits shall be enforced on clock hour basis.
Can be allowed for FTA Channels only.
- ii. No FTA channel shall carry advertisements exceeding 12 minutes in a clock hour. For pay channels, this limit shall be 6 minutes.
20 minutes ad in an hour may be allowed to FTA channels. Pay channels should not be permitted for advertisements.
- iii. The 12 minutes of advertisements will not be in more than 4 sessions in one hour. In other words, there will be continuous airing of the TV show for at least 12 minutes each. Not more than three advertisement breaks shall be allowed during telecast of a movie with the minimum gap of 30 minutes between consecutive advertisement breaks.
May be permitted
- iv. In case of sporting events being telecast live, the advertisements shall only be carried during the interruptions in the sporting action e.g. half time in football or hockey match, lunch/ drinks break in cricket matches, game/set change in case of lawn tennis etc.
Pay channels should not be allowed for advertisements.
- v. There shall only be full screen advertisements. Part screen advertisements will not be permitted. Drop down advertisements will also not be permitted.
NO COMMENT
- vi. In so far as News and Current Affairs channels are concerned, they are allowed to run not more than two scrolls at the bottom of the screen and occupying not more than 10% of the screen space for carrying non-commercial scrolls, tickers etc.
NO COMMENT
- vii. The audio level of the advertisements shall not be higher than the audio level of the programme.
Not only audio level, but the content of the advertisement should be regulated. Many ads cannot be viewed in family.