



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA
भारत सरकार / Government of India



ORDER

Dated: 14th September 2026

Subject: Withdrawal of Order No. 23-1/2012-B&CS dated 5th August 2013 to Broadcasters issued under section 12 of the Telecom Regulatory Authority of India Act, 1997, to furnish information relating to duration of advertisements on TV channels

No. RG-7/1/(1)/2023-B AND CS (1 AND 3) - Whereas the Telecom Regulatory Authority of India (hereinafter referred to as “the Authority”), vide its Order number 23-1/2012-B&CS dated 5th August 2013, in exercise of the powers conferred upon it under section 12, read with sub-clauses (i) and (v) of clause (b) of sub-section (1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), directed the broadcasters to furnish the duration of advertisements carried in their TV channels, on a weekly basis, in electronic form, in the proforma enclosed with the said Order;

2. And whereas the said order was issued for the purpose of monitoring compliance with the ceiling of twelve minutes per clock hour on the duration of advertisements carried by the broadcasters on their TV channels, as provided under the Cable Television Networks Rules, 1994, notified by Ministry of Information and Broadcasting (MIB);

3. And whereas the Government of India, through MIB, has removed the said ceiling of twelve minutes on the duration of advertisements for television channels, vide the Cable Television Networks (Amendment) Rules, 2026, notified in the Official Gazette on the 21st August 2026, omitting sub-rule (11) of rule 7 of the Cable Television Networks Rules, 1994, with a view to enable fair competition and ensuring ease of doing business for the television broadcasting sector;

4. And whereas TRAI has repealed the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012, along with all orders and directions issued thereunder, vide the Standards of Quality of Service (Duration of Advertisements in Television Channels) (Repealing) Regulations, 2026, (4 of 2026) on 10th September 2026;

5. And whereas, consequent upon removal of the said ceiling by the Central Government and TRAI's Standards of Quality of Service (Duration of Advertisements in Television Channels) (Repealing) Regulations, 2026, the requirement of furnishing the details of advertisements carried on TV channels by the broadcasters, as prescribed in the Order dated 5th August 2013, no longer exist;

6. Now, therefore, in exercise of the powers conferred upon it under section 12, read with sub-clauses (i) and (v) of clause (b) of sub-section(1) of section 11 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), the Authority hereby withdraws its Order No. 23-1/2012-B&CS dated 5th August 2013.



(Shivani Sharma)
Jt. Advisor (B&CS)

To,

All Broadcasters