

Comments received w.r.t. OHD

Forwarded message -----

From: **TRAI CABLE** <traicable@yahoo.co.in>
Date: Mon, Nov 26, 2012 at 3:40 PM
Subject: Fwd: In response to advertisement durations
To: gauriskesari@gmail.com, amshtrai@gmail.com, cpsharmatrai@yahoo.com

--- On **Mon, 26/11/12**, Advisor TRAI <advbcs@traigov.in> wrote:

From: Advisor TRAI <advbcs@traigov.in>
Subject: Fwd: In response to advertisement durations
To: traicable@yahoo.co.in
Date: Monday, 26 November, 2012, 2:45 PM

from adv(b&cs)

----- Forwarded message -----

From: "Rajeev Agrawal,Secretary TRAI" <secretary@traigov.in>
To: advbcs@traigov.in
Cc:
Date: Mon, 26 Nov 2012 11:40:07 +0530
Subject: Fwd: In response to advertisement durations

Rajeev Agrawal
Secretary,
Telecom Regulatory Authority of India
NEWDELHI-110002, India

----- Forwarded message -----

From: Umesh Chandra Gaur <ccboscm@gmail.com>
To: secretary@traigov.in
Cc:
Date: Sat, 24 Nov 2012 17:04:24 +0530
Subject: In response to advertisement durations

Respected Sir,
CCBOS is suggestiong on behalf of public disscussion.

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With regards,

Umesh Chandra Gaur,
Chairman,
Conferdaration of Community Based Organizations of india,
Mob. : 09868634409, 09716378160
Ph. : 011-22514200, 22514300
Website : www.ccbos.org www.ccbos.com www.ccbos.in

Issues of Consultation on draft regulation "Standards of Quality Service (Duration of Advertisements in Television Channels)

(Amendment)Regulations, 2012 (---of 2012)."

Suggestions:

Talking on behalf of common viewers. Advertisements of 12mins in an hour is not good. A serial is almost of half an hour, seeing its start and end it is available for 25mins including advertisements. Moreover , if there is 12mins advertisement than only 19mins serial will be available.

Also, looking forward for entertainment purpose, more movies will be cut to cope up with limited time to broadcast a movie.

These all will decrease telefilms and films viewers. So, it is better to broadcast a 6 mins advertisements.

It will impact quality of broadcast.

Not only entertainments but news quality being provided will decrease, more concise news will effect details being provided by news.

Even debates being carried out by news channels to solve common problems, bring upon views of politicians and common people will be concise and will effect adversely general perceptions. Shortening of news and any informative programmes will create wrong perceptions.

Conclusion: So this is concluded that 6 mins advertisements is enough.

Thank you

