

Respected Sir,

We have the following recommendations to put forth from Cable Operators Association Kerala

- 1) Advertisements in Pay channels should be avoided
- 2) Advertisement on the content itself ie ads on the sides of the screen should be avoided fully
- 3) Advertisement on the Content itself ie Scroll ads on the screen also should be avoided Fully
- 4) Advertisement during Cricket/ Foot Ball/ Lawn Tennis/ any sports or cultural event should be done in a much more organized manner. Advertisements in between overs or during an on going event should be avoided especially during the last .
- 5) The Time span between advertisements during Serials to be restricted to 15 Minutes and for Cinemas the Time Span should be 30 Minutes.
- 6) Advertisement which restricts the Viewers from seeing the Score Boards during a crickt match/ tennis tournament/ any other sports should be avoided fully.
- 7) There should be an authority to monitor the Advertisements on a weekly Basis and report to TRAI.

Thanking you

Yours faithfully

K Govindan
Gen. Secretary- COA