

Comments received w.r.t. OHD

November 23, 2012

Secretary
TRAI, New Delhi.

Dear Sir,

Please consider the following points as a consumer point of view.

Background

As I attended the 'Open House' discussion on the topic of 'Standards of Quality of Services (Duration of Advertisements on TV Channels) (Amendment) Regulations, 2012' of TRAI initiatives at FICCI Conference hall on November 23, 2012 in response to your news paper advertisement on 'Hindustan Times' which simply reflects the TRAI transparency in policy decisions.

Rationale of the topic

I find the 'Open House' discussion on the above issue covered the 'consumer point of view' also and as mentioned by many participants and noted by the hon'ble TRAI officials. I agree in general with the few points raised by participants: (1) advertisements are eating the content of the programme (ii) due to pop-ups, scrolling, symbols and service providers symbols etc. the screen size is drastically reduced etc.

Problem area where TRAI officials need a re-look

- (i) that Bhakti Channel of TTD never show advertisements till their programme ends and
- (ii) advertisements such as condoms and perfumes are crossing limits as they does'nt follow ethics and social norms.

I express my views on the TRAI suggestion regarding 12 minutes cap per one hour programme:

- (i) The advertisement part is justifiable if **TRAI puts 10 minutes cap per one hour** programme. (This is the opinion of my entire family of 4 persons);

Suggestions:

- (ii) If we too follow US and other countries regulation that at their probable breakfast, lunch and dinner timings advertisement such as bathroom/ latrine cleaning, etc are not telecasted. If **TRAI adopts the same policy**, it will be good for consumers who need not watch bathroom / latrine cleanings advertisements while taking food which is irritating and allergy to any person; and
- (iii) If **TRAI** develop a institutionalization of censoring advertisements as the content of are crossing limits, unethical and not at all suits the Indian values.

Thanking you

Yours sincerely,

Sd/- xx xx

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P.S: I am interested to present power point presentation on the above issues for if TRAI officials and request you to considers me as permanent invitee for all future discussions which will help me in my research work.