

Comments received w.r.t. OHD

Fwd: Duration of Advertisement on Channels

Monday, 3 December, 2012 6:09 PM

From:

"amit sharma" <amshtrai@gmail.com>

[View contact details](#)

To:

"pitambar sahu" <sahoop39@yahoo.co.in>, "sachin verma" <sachin41@gmail.com>, "Rajenderkumar Sharma" <rajenderkumarsharma70@gmail.com>

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

From: **TRAI CABLE** <traicable@yahoo.co.in>

Date: Mon, Dec 3, 2012 at 1:04 PM

Subject: Fwd: Duration of Advertisement on Channels

To: amshtrai@gmail.com, gauriskesari@gmail.com, cpssharmatrai@yahoo.com

--- On Fri, 30/11/12, Advisor TRAI <advbcs@trai.gov.in> wrote:

From: Advisor TRAI <advbcs@trai.gov.in>

Subject: Fwd: Duration of Advertisement on Channels

To: traicable@yahoo.co.in

Date: Friday, 30 November, 2012, 3:06 PM

from adv(b&cs)

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

From: romesh zadoo <fcoperators@gmail.com>

To: cp@trai.gov.in, secretary@trai.gov.in, ap@trai.gov.in, advbcs@trai.gov.in

Cc: Roop Sharma <roopsharma21@gmail.com>

Date: Fri, 30 Nov 2012 12:46:28 +0530

Subject: Duration of Advertisement on Channels

Respected Sir,

This is in ref.of seeking comments from stake holders of cable industry the duration of advertisement on Channels we strongly suggest the following points to be considered before making it mandatory.

(1) There should be no advertisement on Pay Channels.Because customer is paying for that Channel. Broadcasters of pay Channel are crying the cost & quality of content but the fact is that the same content is repeated 5 times in 24 hours on the same channel.

(2) The cost of sports Channel is very high which customer is paying & all sports Channel show 10 to 30 matches LIVE per year.Most of the time there are repeated programmes so it is not justified for customer to pay high cost of the content & are deprived of live action.

(3) Advertisement should be allowed only to FTA Channels & the time for advertisement should be 15 minutes in 60 minutes slot also fta channels should be encouraged & allowed for telemarketing.

(4) There is misconception that HD Channels don't run advertisement because people are paying hefty amount to watch HD Channels but the fact is there are few thousand viewers of HD Channels through out India & no advertiser is ready to give Adv. on those channels.

(5) In case advertisement on pay Channels is allowed it should not be more than 5 minutes in 60 minute slot.

These are the inputs received from last mile service providers & their valuable customers.

Thanks & Regards
(Romesh Zadoo)

