

From: Debasish Kar
Cable Operator
6B, Asutosh Sil Lane, Kolkata - 700 009
Ph: 9831621620/ 9331260581

24th. September, 2012

To:
Wasi Ahmad, Advisor (B&CS),
Telecom Regulatory Authority of India,
Mahanagar Doorsanchar Bhawan,
Jawahar Lal Nehru Marg, New Delhi-110 002.
Tel.: 011-23237922. Fax: 011-23220442

Dear Sir,

Sub: comments on draft regulation “Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulation, 2012.

In connection to the subject matter, I put forward my comments herein below.:

- 1.** The regulations of TRAI to lay down the “Quality Of service” and limit the advertisement time to 12 minutes on TV channels. The current time limit of 12 minutes should be for Free To Air Channels(FTA) only and the PAY CHANNEL should be free of Advertisement as the Broadcasters of pay channel shall have a transparent system of subscriber’s base to charge/claim for revenue.
- 2.** The constitution does not permit any service provider to force the viewers to watch the ad for a pay channel for he/she is paying. Consumers should have the fundamental rights not to see advertisement.
- 3.** While the regulation on advertisement will be implemented, what will be the authenticity of Broadcasters reporting mechanism and who or which department will be responsible for redressal of any complain on that.

4. There is a definite need and demand from consumers to limit the time of advt on TV channels as consumer is paying to watch the programme not the advt of the products which he does not want.

5. Audio levels of ads are too high and inspite of existing regulations on the subject, no broadcaster follows them. Audio levels of ads should not be more than the audio of the programme and TRAI should find ways and means to implement it strictly.

6. There should be a proper grievance redressal system against violations by the broadcasters of these quality of service norms and strict action must be taken as a deterrent. Consumers should be aware of the redressal department so that they can register their complain against broadcasters illigal activity on advertisement.

Thanking you.

Sincerely yours

s/d....Debasis Kar

Debasish Kar.