

i. **The limits for the duration of the advertisements shall be regulated on a clock hour basis i.e. the prescribed limits shall be enforced on clock hour basis.**
Yes it should be on clock our basis.

ii. **No FTA channel shall carry advertisements exceeding 12 minutes in a clock hour. For pay channels, this limit shall be 6 minutes.**

There should not be two separate rules for FTA and Pay channels for advertising times. The logic that the pay channels is having subscription income should have less advertising time is misleading. The content cost of pay channels is much higher than that of FTA. The pay channels are committed for their viewers and having heavy budget contents. The pay channels are largely dependent on ad revenues and any cut in advertisement duration will affect their survival. In addition the price of pay channel is regulated. While the move should be for free pricing that has not happened yet. Hence restricting both price and duration will be a clear over regulating the business and is not in the best interest of the industry

Further the advertisement is not only commercial interest of broadcaster but it contributes to growth of economy. The advertisers objective is to maximize the reach of their product/service in their target group and hence to park the maximum budget in popular channels.

In view of the above the advertisement duration for both FTAs and Pay channels should be fixed at 12 minutes per clock hour. In addition to this, there should be another 3 minutes for channel promotions.

iii. **The 12 minutes of advertisements will not be in more than 4 sessions in one hour. In other words, there will be continuous airing of the TV show for at least 12 minutes each. Not more than three advertisement breaks shall be allowed during telecast of a movie with the minimum gap of 30 minutes between consecutive advertisement breaks.**

Within the overall duration, a minimum of 5 breaks should be allowed. This can be slotted as 2 breaks in every 30 minutes slot and one in between 2 slots. As long as the overall Advertisement and channel promos are restricted to time fixed above, there should be no restriction of a content duration in between the breaks. The content duration between the breaks will be determined based on the requirement as per the content flow and the creative planning. There will be many instances where the channels have to give much longer duration content in between breaks. Hence this aspect to should be left open to be decided by the channels.

iv. **In case of sporting events being telecast live, the advertisements shall only be carried during the interruptions in the sporting action e.g. half time in football or hockey match, lunch/ drinks break in cricket matches, game/set change in case of lawn tennis etc.**

Production and rights cost for sporting events is very high. Hence the present method of ad breaks should continue. If advertisement is restricted it may be difficult to have lives for many events.

- v. **There shall only be full screen advertisements. Part screen advertisements will not be permitted. Drop down advertisements will also not be permitted.**

The part screen and drop down advertisements should be allowed in addition to the normal advertisement duration as suggested above since it does not affect the viewers. However there may be a restriction on the size of the advertisement and limited to a maximum duration. We suggest part screen size should be restricted to 20% of the screen and the duration may be limited to 5 minutes per clock hour.

- vi. **In so far as News and Current Affairs channels are concerned, they are allowed to run not more than two scrolls at the bottom of the screen and occupying not more than 10% of the screen space for carrying non-commercial scrolls, tickers etc.**

The restriction should be for commercial scroll only which should be limited to one scroll. There should not be any restriction for the non commercial scrolls since it is part of the content. To cover the maximum happening and updating it to the viewers non commercial scrolls is absolutely necessary. The viewers are also equally interested in watching these scrolls to have access to varied contents.

- vii. **The audio level of the advertisements shall not be higher than the audio level of the programme.**

Subject to technical feasibility we agree that Broadcasters to take steps to match the audio level of content and commercials.

**For Odisha Television Limited
Manoranjan Sarangi
Company Secretary**