

Dated: the 9th April, 2013

Order

Subject: Order under regulation 5 of the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012 (15 of 2012) specifying format for submission of details of advertisements carried by the broadcasters in their television channels.


No. 23-1/2012-B&CS-----Whereas the Telecom Regulatory Authority of India (hereinafter referred to as the Authority), established under the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) (hereinafter referred to as TRAI Act), has been entrusted with discharge of certain functions, inter alia, to regulate the telecommunications services; to protect the interests of service providers and consumers of the telecom sector; to ensure the terms and conditions of license and to lay down the standards of quality of service to be provided by the service providers;

2. And whereas the Authority, in exercise of its power under section 36, read with sub-clause (i) and (v) of clause (b) of sub-section (1) of section 11 of TRAI Act, made the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012;

3. And whereas regulation 5 of the said regulations provides that every broadcaster shall, within fifteen days from the end of a quarter, submit to the Authority, in the format specified by it, the details of advertisements carried in its channels and reads as under:-

“ 5. **Reporting requirement.**---- Every broadcaster shall, within fifteen days from the end of a quarter, submit to the Authority, in the format specified by it by order, the details of advertisements carried in its channel.”;

4. Now, therefore, in exercise of power conferred upon it under regulation 5 of the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012, the Authority hereby specifies the format, enclosed with this order, for submitting, on quarterly basis, the details of advertisements carried by the broadcasters in their television channels.



(Amit Sharma)
Dy. Advisor (B&CS)

To,

All Broadcasters of television channels

* The hard copy of the order issued through speed post contains the names of the broadcasters individually.

Format for submission of details of advertisements carried by the broadcasters in their television channels

Report for Quarter: _____

Name of the Broadcaster: _____

Name of the television channel: _____

I. For the first Saturday and Sunday & the last Wednesday and Thursday of each month of the quarter reported upon

Date (separately for each channel for each of the four days)	Time Period	Advertisement duration during the clock hour (in minutes)		
		Commercial advertisements	Self promotional advertisements	Public service advertisements where no revenue accrues to the broadcaster
	00:00-01:00 Hrs			
	01:00-02:00 Hrs			
	02:00-03:00 Hrs.			
	03:00-04:00 Hrs.			
	04:00-05:00 Hrs.			
	05:00-06:00 Hrs			
	06:00-07:00 Hrs			
	07:00-08:00 Hrs			
	08:00-09:00 Hrs			
	09:00-10:00 Hrs			
	10:00-11:00 Hrs			
	11:00-12:00 Hrs			
	12:00-13:00 Hrs			
	13:00-14:00 Hrs			
	14:00-15:00 Hrs			
	15:00-16:00 Hrs			
	16:00-17:00 Hrs			
	17:00-18:00 Hrs			
	18:00-19:00 Hrs			
	19:00-20:00 Hrs			
	20:00-21:00 Hrs			
	21:00-22:00 Hrs			
	22:00-23:00 Hrs			
	23:00-00:00 Hrs			
	Total Duration			



II. For all the days of the quarter, excluding the days specified in I above

Maximum duration of the advertisements in any clock hour for each day of the quarter reported upon				
Date	Duration (in minutes)			Corresponding clock hour of the day
	Commercial advertisements	Self promotional advertisements	Public service advertisements where no revenue accrues to the broadcaster	

- Note** 1: The above information is required to be furnished separately for each channel.
2: The soft copy of the above said details in MS Excel format should also be mailed at the e-mail: advbcs@traf.gov.in or traicable@yahoo.co.in

