



सत्यमेव जयते

**SUPRIYA SAHU
DIRECTOR (BC)**

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
नई दिल्ली-110115
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
NEW DELHI - 110115

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ADVISORY

It has been observed by this Ministry that many private TV Channels are often violating Rule 7(10) of Cable Television Networks Rules, 1994, during telecast of their programmes/news & current affairs programmes. Complaints are being received in this Ministry about the said violation from time to time. The Ministry has taken a serious note of it.

Rule 7(10) of Cable Television Networks Rules, 1994 provides that **"All advertisements should be clearly distinguishable from the programme and should not in any manner interfere with the programme viz. lower part of screen to carry captions, static or moving alongside the programme"**.

Ministry of Information & Broadcasting, in exercise of powers, amongst others, under the uplinking/downlinking guidelines issued by it, the terms and conditions of permission granted to a TV Channels to uplink or downlink and under Section 20 of the Cable Television Networks (Regulation) Act, 1995, hereby, advises all the TV Channels including news and current affairs Channels to follow the provisions of Rule 7(10) of Cable Television Networks Rules, 1994.

It is also brought to the notice of all TV Channels that any violation of the provisions of the Programme Code/Advertising Code would attract penal provisions detailed in Section-20 of the Cable Television Networks (Regulation) Act, 1995 and terms and conditions of uplinking and downlinking guidelines.


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To

All TV Channels including the News and Current Affairs Channels
News Broadcasters Association
Indian Broadcasting Foundation