

Ministry of Communications



TRAI releases The Standards of Quality of Service (Duration of Advertisements in Television Channels) (Repealing) Regulations, 2026

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Telecom Regulatory Authority of India (TRAI) issued The Standards of Quality of Service (Duration of Advertisements in Television Channels) (Repealing) Regulations, 2026 (4 of 2026) dated 10.09.2026 to repeal the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012 (15 of 2012) dated 14th May 2012, along with all orders and directions issued thereunder, with effect from the date of its notification in the Official Gazette.

The Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012 prescribes a ceiling of twelve minutes of advertisements in a clock hour in broadcast of a programme. The regulations empower the Authority to issue order or direction to service providers to protect the interests of the subscribers or for ensuring compliance of the regulations.

These Regulations were primarily intended to monitor and enforce, as a quality-of-service measure, the advertisement duration ceiling prescribed under rule 7, sub-rule (11) of the Cable Television Networks Rules, 1994.

The Ministry of Information and Broadcasting (MIB), vide notification published in the Official Gazette on 21st August 2026, omitted sub-rule (11) of rule 7 of the Cable Television Networks Rules, 1994, thereby removing the twelve-minute advertisement duration cap prescribed for television channels. The removal of the cap has been undertaken in view of the significant changes in the television broadcasting sector, increased competition and consumer choice, and with a view to enable fair competition and ensuring ease of doing business in the television broadcasting sector.

In view of the removal of the advertisement duration ceiling by the Central Government, continuation of the corresponding regulatory provisions under the TRAI Regulations would be inconsistent with the Rule 7(11) of the Cable Television Networks Rules, 1994.

Accordingly, in order to maintain consonance with the decision of the Central Government, the Authority has decided to repeal the Standards of Quality of Service (Duration of Advertisements in Television Channels) Regulations, 2012, along with all orders and directions issued thereunder, with effect from the date of issue of The Standards of Quality of Service (Duration of Advertisements in Television Channels) (Repealing) Regulations, 2026 in the Official Gazette.

NJ/ARJ

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