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From: **IBF India** <ibf@ibfindia.com>

Date: Fri, May 2, 2014 at 2:40 PM

Subject: Quiz Shows

To: All IBF Members

Dear Members,

This is in continuation to the Advisory (attached) issued by IBF to all member channels in 2011. The Advisory was to request the running of a scroll during quiz-related shows/programmes, disclosing complete information regarding call rates, SMS charges and service charges that would apply to participants.

IBF/BCCC has been receiving a large number of complaints from participant viewers who allege to have been monetarily cheated and/or misled through aired quiz programmes. The complainants allege that after participation in a quiz-related show, they receive calls from channels/partners to deposit money on the pretext of service charges and their gifts/prizes would then be delivered. They further point out that since such programmes are aired on national/regional channels, they consider these to be genuine, but are misled or duped later.

In its meeting held on 31 March 2014, the IBF Board of Directors discussed the issue and decided to caution all member channels airing such programmes. The Board felt the problem is not with airing such shows. They felt that it could be an apparent lack of transparency. The Board felt that the channels should unambiguously, at the outset, disclose the terms and conditions of participation continuously and correctly.

Please address viewer concerns and ensure that no deceit results through such shows/programmes if you choose to air them. At the very least, please ensure that viewers know whether the channel does or does not support the programme or the advertisement explicitly.

Best regards,  
shailesh shah  
secretary general