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From: **IBF India** <ibf@ibfindia.com>
Date: Wed, Nov 2, 2011 at 11:14 AM
Subject: Quiz based programmes
To: All IBF Members

Dear Members,

In the last IBF Board of Directors meeting held on 13th October, 2011, the Board discussed a letter received from the Ministry of Information & Broadcasting with regard to the complaints received by the Ministry on the Quiz-based programs being telecast by channels. The basic complaints about these game shows have been that these programmes are so devised to entice the viewers to participate and their telephone calls are put on hold for 10-12 minutes and the call charges of Rs.10/- to Rs 20/- per minute are charged.

The Ministry has asked IBF that these Quiz based game shows on TV should be aired in a transparent and fair fashion by making disclosure of the terms and conditions of the programmes continuously on the television screen.

The Board asked the Secretariat to send an advisory to member channels which are airing the Quiz based programmes asking them to run a scroll during the programme disclosing complete information pertaining to call rates or SMS charges which will be applicable for participating in the programme. The channels should further ask the private producers of such programmes to ensure that the concerns of the Ministry are addressed appropriately.

Please find enclosed a copy of the letter received from the I & B Ministry for your information and necessary action.

Yours sincerely,

Naresh Chahal