# List of Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
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<tbody>
<tr>
<td>A</td>
<td>Only for Adults</td>
</tr>
<tr>
<td>AAAI</td>
<td>Advertising Agencies Association of India</td>
</tr>
<tr>
<td>AD</td>
<td>Anno Domini</td>
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<tr>
<td>ADHD</td>
<td>Attention Deficient Hyperactivity Disorder</td>
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<tr>
<td>AGVOT</td>
<td>Action Group on Violence on Television</td>
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<tr>
<td>AIR</td>
<td>All India Radio</td>
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<tr>
<td>AIR</td>
<td>All India Reporter</td>
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<tr>
<td>ASA</td>
<td>Advertising Standards Authority</td>
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<tr>
<td>ASCI</td>
<td>Advertising Standard Council of India</td>
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<tr>
<td>ATS</td>
<td>Applications Technology Satellite</td>
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<tr>
<td>AXN</td>
<td>Action TV</td>
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<tr>
<td>B4U</td>
<td>Bollywood for You</td>
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<tr>
<td>BARC</td>
<td>Broadcast Audience Research Council</td>
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<tr>
<td>BBFC</td>
<td>British Board of Film Certification</td>
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<tr>
<td>BBC</td>
<td>British Broadcasting Corporation</td>
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<tr>
<td>BCCC</td>
<td>Broadcasting Content Complaints Council</td>
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<tr>
<td>BRAI</td>
<td>Broadcast Regulatory Authority of India</td>
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<tr>
<td>BSNL</td>
<td>Bharat Sanchar Nigam Limited</td>
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<tr>
<td>BSP</td>
<td>Broadcasting Service Provider</td>
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<tr>
<td>C</td>
<td>Suitable for all ages</td>
</tr>
<tr>
<td>C8</td>
<td>Suitable for children aged eight and older</td>
</tr>
<tr>
<td>CAB</td>
<td>Canadian Association of Broadcasters</td>
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<tr>
<td>CAB</td>
<td>Cricket Association of Bengal</td>
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<tr>
<td>CAS</td>
<td>Conditional Access System</td>
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<tr>
<td>CBC</td>
<td>Canadian Broadcasting Corporation</td>
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<tr>
<td>CBFC</td>
<td>Central Board of Film Certification</td>
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<tr>
<td>CBSC</td>
<td>Canadian Broadcast Standards Council</td>
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<tr>
<td>CCI</td>
<td>Communications Commission of India</td>
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<tr>
<td>CD</td>
<td>Compact Disc</td>
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<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
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CNBC Consumer News and Business Channel
CNN Cable News Network
CRTC Canadian Radio Television and Telecommunications Commission
D Suggestive Dialogues
DART Doordarshan Audience Ratings
DAS Digital Addressable System
DD Doordarshan
DECU Development Education and Communication Unit
DM District Magistrate
DOT Department of Telecommunications
DTH Direct to Home
EBCRC Eye Bank Co-ordination & Research Centre
EMMC Electronic Monitoring Media Centre
ETC Entertainment Channel
ETV Eenadu Television, Educational Television
FCC Federal Communications Commission
FM Frequency Modulation
FTA Free to Air
FTV Fashion television
FTP Foreign Television Programmes
FV Fantasy Violence
G General audiences
GATT General Agreement of Trade and Tariff
GEC General Entertainment Channel
HDTV High Definition Television
HITS Headend In The Sky
HLL Hindustan Liver Limited
I&B Information and Broadcasting
IBF Indian Broadcasting Foundation
IBN7 Indian Broadcast Network 7
INSAT Indian Satellite
IPC Indian Penal Code
ISA  Indian Society of Advertisers
ITU  International Telecommunication Union
KBC  Kaun Banega Crorepati
L  Coarse or crude Language
LIC  Life Insurance Corporation
LR  Law Reports
MIB  Ministry of Information and Broadcasting
MISA  Maintenance of Internal Security Act
MMS  Multimedia Message
MRTP  Monopolies and Restrictive Trade Practices Act
MSO  Multi System Operator
MTNL  Mahanagar Telecom Nigam Limited
MTV  Music Television
NASA  National Aeronautics and Space Administration
NBA  News Broadcasters Association
NBC  National Broadcasting Company
NBSA  News Broadcasting Standard Authority
NCPCR  National Commission for Protection of Child Rights
NDTV  New Delhi Television
NGO  Non Government Organization
NOC  No Objection Certificate
OFCOM  Independent Regulator and Competition Authority for the UK Communications Industries
PBS  Public Broadcasting Service
PG  Parental Guidance required
PIB  Press Information Bureau
PRM  Programme Related Material
PRS  Premium Rate Telephony Services
PCI  Press Council of India
PSB  Public Service Broadcasting
PTI  Press Trust of India
RAM  Radio Audience Measurement

XIX
RGCT  Rajiv Gandhi Charitable Trust
RTV  Reality Television
RWA  Resident Welfare Associations
S  Sexual situations
S&P  Standard and Practices
SAB TV  Shri Adhikari Brother Television
SC/ST  Schedule Caste / Schedule Tribe
SCR  Supreme Court Reports
SITE  Satellite Instructional Television Experiment
SMCR  Source - Message - Channel - Receiver
STAR  Satellite Television for Asian Region
STB  Set Top Box
TAM  Television Audience Measurement
TRAI  Telecom Regulation Authority of India
TV  Television
TVT  Television Viewership in Thousands
TWI  Trans World International
U  For All
U/A  Parental Guidance Required
UK  United Kingdom
UNDP  United Nations Development Project
UNESCO  United Nations Educational, Scientific and Cultural Organization
US  United States
USA  United States of America
UT  Union Territory
VCD  Video Compact Disc
VCR  Video Cassette Recorder
VSNL  Videsh Sanchar Nigam Limited
ZPTO  Zinc Pyrithionone
Y  All Children
Y7  Children of age seven and above