

January 10, 2014

All Members & Editors of NBA

Revised Advisory on use of caption “LIVE”

It has come to the notice of the News Broadcasting Standards Authority (“NBSA”) that member news channels are using the caption “LIVE” in the course of their broadcasts in a manner that is misleading and mixing “LIVE” and “RECORDED” feed is deceptive to the viewers.

Member broadcasters are therefore advised to make use of the caption “LIVE” only when the content broadcast is “LIVE”. To avoid any misrepresentation to the viewers, when “RECORDED” programmes are mixed or included in a “LIVE ” programme, segments of the programmes that are “RECORDED” should be marked “RECORDED” and segments of the programme which are “live” should be marked “LIVE”.



Annie Joseph
For & on behalf of the
News Broadcasting Standards Authority

CC: Legal Heads of NBA

PS: This supersedes Advisory dated September 16, 2011