

Q10. Which of the following methodology should be followed to regulate the wholesale tariff in the non –CAS areas and why?

- a. Revenue Share.

Ans1. Revenue Share

- b. Retail minus.
- c. Cost plus.
- d. Any other method approach you would like to suggest.

Q11. If the revenue share model is used to regulate the wholesale tariff, what should be the prescribed share of each stakeholder? Please provide supporting data?

Ans1. 40:30:30 among Broadcaster, MSO & LCO after deducting expense

Q12. If the cost plus model is used to regulate the wholesale tariff, should it be genre wise or channel wise?

Ans1. Channel wise

Q13. Can forbearance be an option to regulate wholesale tariff? If yes, how to ensure that (i) broadcasters do not increase the price of popular channels arbitrarily and (ii) the consumers do not have to pay a higher price.

Ans1. Yes

Q14. What is your view on the proposal that the broadcasters recover the content cost from the advertisement revenue and carriage cost from subscription revenue? If the broadcaster is to receive both, advertisement and subscription revenue, what according to you should be the ratio between the two? Please indicate this ratio at the genre levels?

Ans1. Subscription & Advertisement are 2 heads from which Broadcasters generates revenue, the ratio should be 60:40

Q15. What is your view on continuing with the existing system of tariff regulation based on freezing of a-la-carte and bouquet rates as on 1.12.2007; and the rate of new channels based on the similarity principle at wholesale level? You may also suggest modifications, if any, including the periodicity and basis of increase in tariff ceilings.

Ans1. Only A-la-carte is the solution.

Q16. Which of the following methodologies should be followed to regulate the retail tariff in non-CAS areas and why?

- a. Cost Plus
- b. Consultative approach
- c. Affordability linked

Ans1. Affordability linked approach

- d. Any other method/approach you would like to suggest

Q17. In case the affordability linked approach is to be used for retail tariff then should the tariff ceilings be prescribed (i) single at national level or (ii) different ceilings at State level or (iii) A tiered ceiling (3 tiers) as discussed in paragraph 5.3.23 or (iv) Any other.

Ans1. A tiered ceiling (3 tiers)

Q18. In case of retail tariff ceiling, should a ratio between pay and FTA channels or a minimum number of FTA/pay channels be prescribed? If so, what should be the ratio/number?

Ans1. 70:30 ratio among FTA & PC

Q19. Should the broadcasters be mandated to offer their channels on a-la-carte basis to MSOs/LCOs? If yes, should the existing system continue or should there be any modification to the existing condition associated with it?

Ans1. Yes – but current bouquet should be freeze and every new channel should be in ‘New Bouquet’.

Q20. How can it be ensured that the benefit of a-la-carte provisioning is passed on to the subscribers?

Ans1. After addressability implemented it would be passed on to subs automatically.

Q21. Are the MSOs opting for a-la-carte after it was mandated for the broadcasters to offer their channels on a-la-carte basis by the 8th tariff amendment order dated 4.10.2007. If not, why?

Ans1. Every time Broadcaster wants increase in subscriber

Q22. Should the carriage and placement fee be regulated? If yes, how should it be regulated?

Ans1. No

Q23. Should the quantum of carriage and placement fee be linked to some parameters? If so, what are these parameters and how can they be linked?

Ans1. No it could not be linked with any specific parameter.

Q24. Can a cap be placed on the quantum of carriage and placement fee? If so, how should the cap be fixed?

Ans1. No

Q25. Is there a need for a separate definition of commercial subscriber in the tariff order?

Ans1. Yes

Q26. If the commercial subscriber is to be defined in the tariff order, then does the existing definition of "Commercial subscriber" need to be revised? If yes, then what should be the new definition for the commercial subscriber?

Ans1. Yes – all other than Residence

Q27. In case the commercial subscriber is defined separately, then does the present categorization of identified commercial subscribers, who are not treated at par with the ordinary subscriber for tariff dispensation, need to be revised? If yes, how should it be revised?

Ans1. Yes - should be revised & MSO should have Commercial Signal Rights & not the LCO

Q28. Should the cable television tariff for these identified commercial subscribers be regulated? If yes, then what is your suggestion for fixing the tariff?

Ans1. More than Residential

Q29. Do you agree that complete digitalization with addressability (a box in every household) is the way forward?

Ans1. Yes

Q30. What according to you would be an appropriate date for analog switch off? Please also give the key milestones with time lines.

Ans1. Within next 3-4 Years.

Q31. What is the order of investment required for achieving digitization with addressability, at various stakeholder levels (MSOs, LCOs, and Customers)?

Ans1. 4k per subscriber

Q32. Is there a need to prescribe the technology/standards for digitization, if so, what should be the standard and why?

Ans1. BIS Certification

Q33. What could be the possible incentives that can be offered to various stakeholders to implement digitization with addressability in the shortest possible time or make a sustainable transition?

Ans1. Relaxation in all kind of Taxes should be provided
Ans2. Underground fiber laying permission

Q34. What is your view on the structure of license where MSOs are licensed and LCOs are franchises or agents of MSOs?

Ans1. LCOs are already operating under the MSO license
Ans2. New LCOs license should not be easy to obtain
Ans3. No New MSO License be issued

Q35.What would be the best disclosure scheme that can ensure transparency at all levels?

Ans1. MIS & Addressability

Q36.Should there be a 'basic service' (group of channels) available to all subscribers? What should constitute the 'basic service' that is available to all subscribers?

Ans1. Bouquet of all type of channel should be made along with few Regional Channels.

Q37.Do you think there is a need for a communication programme to educate LCOs and customers on digitization and addressability to ensure effective participation? If so, what do you suggest?

Ans1. Yes – but Govt. should aggressively participate in this.

Q38.Stakeholders are free to raise any other issue that they feel is relevant to the consultation and give their comments thereon.