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Date: Aug 13, 2019 5:29:55 PM

Subject: Comments on Draft (second amendment) to Regulation 2017 dated 09/08/2019

To: [sumeet@traigov.in](mailto:sumeet@traigov.in)

Draft(Second Amendment) to the telecommunications (Broadcasting and Cable) Services Standards of quality of service and consumer protection (Addressable Systems) Regulation 2017 dated 09/08/2019 is another exercise in FUTILITY. When TRAI has so visibly demonstrated its ineptness and inability to enforce compliance of New Regulatory Framework for TV broadcasting, this regulation will also go into the same dustbin of service provider where the previous regulations have gone and the TV subscriber will continue to remain at the mercy of service provider.

Broadcasters/DPOs/MSOs are hard nosed businessmen who know that TRAI's authority won't reach beyond issuing lengthy, meandering, ambiguous regulations as it has neither willingness nor perhaps wherewithal to enforce compliance. They also know how to manipulate TRAI babus as they cleverly upped the MRP cap of pay channels to Rs.19, which was only Rs.5 under the previous Conditional Access System, when at that time TV viewership was far less. Wonder which TRAI Advisor negotiated the cap and on what basis. It can't be justified because firstly TV viewership has grown multifold and secondly some pay channels are still priced below Rs.5 and continue to survive. This thoughtless capping has only benefitted the broadcaster at the cost of inflating the TV bill of common man. Having burnt its fingers by this monstrous disruption, TRAI should now scrap the New Regulatory Framework for TV broadcasting altogether and leave everything to market forces. TRAI should not be seen as a body of IDLE BRAINS becoming a DEVIL'S WORKSHOP.

To start with it should ease out all the babus responsible for this misadventure.

Trust TRAI will introspect, understand its limitations in enforcement of compliance and bid goodbye to the new broadcasting regime. This will enormously help the common man.

S.Ganesh Prasad.

Sent via YU