



Telecom Regulatory Authority of India



Consultation Paper
on
Issues related to Placing of Television Channel on
Landing Page

New Delhi, India

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Written Comments on the Consultation Paper are invited from the stakeholders by 20th April, 2018 and counter-comments by 27th April, 2018. Comments and counter-comments will be posted on TRAI's website www.trai.gov.in. The comments and counter-comments may be sent, preferably in electronic form, to Sh. Anil Kumar Bhardwaj, Advisor (B&CS), Telecom Regulatory Authority of India, on the e-mail:- advbcs-2@traigov.in or smk.chandra@traigov.in For any clarification/ information, Sh. Anil Kumar Bhardwaj, Advisor (B&CS) may be contacted at Tel. No.: +91-11-23237922, Fax: +91-11-23220442.

CHAPTER 1

Introduction

- 1.1 TRAI has been established vide ‘The Telecom Regulatory Authority of India Act 1997¹’ to regulate the telecommunication services. ‘Broadcasting service’ was initially excluded from the definition of ‘telecommunication service’ under Section 2(1)(k) of the TRAI Act, 1997. However, vide an amendment to TRAI Act, in the year 2000, a proviso was added to Section 2(1)(k), permitting the Central Government to notify any other service as telecommunication service. Pursuant to this power, the Central Government, vide its notification no. 39 dated 09.01.2004 notified ‘broadcasting service’ as ‘telecommunication service’.
- 1.2 The TRAI Act, entrusts the Telecom Regulatory Authority of India (hereinafter referred as the Authority,), amongst others, the function to ensure technical compatibility and effective interconnection between different service providers, fix terms and conditions of interconnection and maintain register of Interconnect. The first interconnection regulation for broadcasting sector namely the ‘Telecommunication (Broadcasting and Cable Services) Interconnection Regulation, 2004’ was notified by TRAI on 10.12.2004 (hereinafter referred as ‘Interconnection Regulations, 2004’). These were notified to regulate interconnection arrangements between service providers of broadcasting and cable services for re-transmission of signals in analogue mode, in vogue at that time. From time to time, need arose to clarify, as well as to expand the scope of the Interconnection Regulations, 2004 to include addressable platforms such as Direct to Home (DTH), Head-end In The Sky (HITS), Internet Protocol Television (IPTV) etc. The analogue cable TV systems had inherent limitations

¹ The Telecom Regulatory Authority of India Act 1997, as amended.
http://traigov.in/sites/default/files/The_TRAI_Act_1997.pdf

such as limited channel carrying capacity, limited choice to the consumers and non-addressable nature of the network. The evolution of technology paved way for bringing about digitization with addressability in the cable TV sector. Accordingly, after studying the subject at length and undertaking a public consultation process, the Authority, on 5th August 2010, gave its recommendations on implementation of Digital Addressable Cable TV Systems (DAS) across the country along with a roadmap to achieve the same. DAS has multiple advantages over the analogue system. It addresses the issues of capacity constraints for distributor, provides consumers more choice of channels and better quality of viewing etc. The Government issued notification dated 11th November, 2011, which laid down the roadmap for implementation of digitization in cable television section in four phases starting from June 2012. The Authority notified the Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012 on 30th April, 2012 (hereinafter referred to as 'Interconnection Regulations, 2012'). Digitization in the cable sector was implemented in four phases and it has been completed all over the country by 31st March 2017. This enjoined the authority to work on a common Interconnection framework. After due consultative process the Authority notified, The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 on 3rd March 2017 (hereinafter referred as the Interconnection Regulations, 2017). As per notification, the Interconnection Regulations, 2004 and Interconnection Regulations, 2012 were to be repealed. However, as these new regulations are sub-judice in various courts, presently the Interconnect Regulations, 2004 and Interconnection Regulation, 2012 remain in force.

- 1.3 One of the prime benefit of the digitization is the ability and the control of the subscribers in choosing the channels. In the digital addressable systems, the technology provides for Electronic Program

Guide (EPG) wherein the channels being carried on distributor's network can be tabulated in a simple easy to understand manner so that a subscriber can easily go through this guide and select the channel of his choice instead of flipping through all the channels. A typical digital addressable system provides set-top-box along with a remote to enable subscriber to select a channel. Electronic Programming Guide (EPG) provides list of channels available in the distribution network enabling the subscribers to choose desired television channel through a menu. The menu categorizes the channels into various categories/genres. The distributor arranges all channels available in its network in a Logical Channel Number (LCN) typically in the range from 000 to 999. The customer convenience lies in the way the channels are grouped together among various genres.

- 1.4 While the EPG provide convenience of selection to the customers, it also provides an opportunity to the distributors who may position the channels at LCN numbers giving better visibility to ensure higher uptake/ selection by customers. This feature enables distributors to bargain some additional benefits from the broadcasters to place a channel at a LCN that attracts more eye-balls. To clarify, let us take an example of placing a channel at LCN '001'. Being the first channel number, it attracts higher convenience, as subscriber can select a channel by simply pressing '001' or simply '1' through remote.
- 1.5 Sometimes, this facility of placing a channel by distributor results in some discriminatory practices by placing a channel in a disadvantageous position. Example: Placing a News channel among the group of devotional channels. Considering these issues, TRAI in Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012 (herein after Interconnection Regulation 2012), inter-alia, mandates that every broadcaster shall declare the genre of its channels and that the MSO shall place channels in the respective genre declared by the

broadcaster. It also mandates that one channel shall appear in only one genre.

- 1.6 Such provisions are not part of the Telecommunication (Broadcasting and Cable Services) Interconnection Regulation 2004 dated 10th December, 2004 (herein after Interconnection Regulation 2004) which was initially applicable for non-addressable cable TV systems and was later amended to include addressable systems such as DTH, HITS, and IPTV.
- 1.7 Complaints were received from stakeholders in the past regarding placing of television channels on multiple LCNs allegedly for influencing television ratings. Actions were taken on such service providers as per the extant provisions of the regulations.
- 1.8 The television ratings in India are published under the 'Policy Guidelines for Television Rating Agencies in India' issued by the Ministry of Information and Broadcasting (MIB) on 16.01.2014, and the said guidelines were formulated based on recommendations of TRAI. The Broadcast Audience Research Council (BARC) is a registered agency under these guidelines that provides Television Ratings in the country. As per the said guidelines the agency shall also be governed by the provisions of TRAI Act, 1997. The guidelines also specifies that the data generated by the rating agency is made available, on paid basis, to all interested stakeholders in a transparent and equitable manner.
- 1.9 With the growth in the number of channels and increasing variety of programmes available, the task of both broadcasters and advertisers in allocating resources becomes increasingly difficult. Market segmentation and targeting have become vital in such a scenario. On the basis of audience measurement data, ratings are assigned to various programmes on television. Television ratings in turn influence content and programmes produced for the viewers. Better ratings would promote a programme while poor ratings will discourage a

programme or content. Incorrect ratings will lead to production of content which may not be really popular, while good content and programmes may be left out. False and misleading ratings, therefore, can affect not only broadcasters and advertisers but also the viewing public as well. Therefore, there is a need to have accurate measurement and representative television ratings for the programmes. Placement of television channels on multiple LCNs obliterates the above said objective of the TRP guidelines and measurement.

1.10 The practice of running a channel on multiple LCNs allegedly for influencing television rating was brought to the notice of the Authority. This was allegedly done by some broadcasters in collusion with the distributors, who placed some television channels on multiple LCNs. As the TV channel ratings measurement is done on the basis of unique water mark ID of a channel, the data of viewership of all such multiple LCNs is aggregated and reflects in final ratings. It is obvious that a channel available on more LCNs will have higher probability of viewership. On receipt of complaints, TRAI intervened and acted as per the provision of the extent regulations.

1.11 However, this practice was later shifted to landing page and the Authority received quite a few complaints regarding the same. In industry parlance, the landing channel or the landing page refers to the Logical Channel Number (LCN) which is displayed first when the Set Top Box (STB) is switched on. It has been reported that the practice of placing a registered satellite TV channel having watermark ID on the landing page has the potential to affect the viewership data of that channel. Therefore, it influences the television audience measurements and television ratings. Landing page issue has also drawn attention of the MIB and the Parliament as well. MIB issued a letter dated 24.08.2017 to BARC to stop giving rating to such channels which are not adhering to the Regulations of TRAI. In this

connection, MIB also forwarded complaint letters it received from various stakeholders. This issue was also raised before the Lok Sabha during the Monsoon Session, 2017. After due consideration and deliberation with stakeholders, the Authority issued a direction² dated 8th November, 2017 wherein it was directed that all the broadcasters and distributors of television channels, to restrain from placing any registered satellite television channel, whose TV rating is released by TV rating agency, on the landing LCN or landing channel or boot up screen. The said direction was challenged by some MSOs and a news broadcaster in the Hon'ble Telecom Disputes Settlement and Appellate Tribunal (TDSAT). As per interim orders, the direction is made non operational. The petitioners contended the said direction, inter-alia, primarily on the grounds of transparency. During hearing in Hon'ble TDSAT, on 9th March, 2018, the Authority conveyed its intention to re-consider the issue in totality. Hon'ble TDSAT granted permission for the same.

- 1.12 The objective of this consultation paper is to initiate comprehensive consultations on all issues relating to landing page with an aim to protect the interest of the consumers and fair growth of the sector. The Issues related to placing of a Channel on Landing Page is discussed in details in Chapter 2 and the compilation of the issues raised for consultation is given in Chapter 3.
- 1.13 The consultation may result in modification of Regulations, issue of direction or any other action as felt necessary by the Authority.

² Direction to Broadcasters and Distributor of Television Channels relating to display of television channels on landing LCN. Accessible at http://traai.gov.in/sites/default/files/Direction_BnCS_08112017.pdf

CHAPTER 2

Issues related to Placing of a Channel on Landing Page

2.1 Placement of channels is one of the activities of a distributor. The distributor programs LCNs at its head-end to arrange all the available channels in a sequential order. For this purpose distributor takes into account various factors including customer's demand, operational convenience, discounting scheme agreed with the broadcasters, language etc. This feature is normally provided through the middleware of the network. As part of placement, distributor selects one channel number generally as default channel or home channel which can be displayed first by any STB connected to the network, whenever it is switched on. In industry parlance, the landing channel or the landing page refers to such default LCN or the home channel. As per the practice, this channel is available for display on all the STBs connected to the network of a distributor whenever the Set Top Box is switched on. Such channel may even be available to subscribers who have not opted for the channel irrespective of the fact if the channel is pay channel or free to air channel. This feature may be useful for popularizing new channels/ content/ programme or their own platform services, for providing customer related information etc. Broadcaster may utilize the landing page feature of a distributor to reach more subscribers to get more advertisements or popularize its programmes/content/channel; some of these benefits may pass on to the distributor. Therefore, landing page may be part of the business model and revenue source for distributors and broadcasters.

2.2 Placing of a channel on landing page allows distributor to display a particular television channel for a predefined duration before the subscriber switches to another channel. The predefined duration is generally configurable and presently low in many cases. During this

period remote do not allow subscriber to flip channels. Further, since a Landing Page LCN is only one for a distributor therefore there is no possibility of placing any other channel on same LCN simultaneously. However, distributors can change the program / channel in the landing page from time to time. Presently there is regulatory framework to guide placement of TV channel in distributors network but there is no regulation stipulating criteria to place a channel on landing page. Therefore, landing page LCN may be used for placing a television channel to show enhanced reach compared to other channels placed in other LCNs, therefore, the competing broadcaster may see it as a discriminatory practice.

2.3 Non-discrimination is the fundamental principle of the interconnection regulations. Restriction on placement of channels to ensure non-discrimination is already part of existing interconnection regulations. To avoid any eventuality of a channel being placed in a disadvantageous position as compared to another channel of the same genre, a provision was made where under a broadcaster has to indicate the genre of a channel and the multi system operator has to include that channel in the respective genre. The provisions of Interconnection Regulations 2012 are given below:-

“5(14A) Every broadcaster shall declare the genre of its channels and such genre shall be either News and Current Affairs or Infotainment or Sports or Kids or Music or Lifestyle or Movies or Religious or Devotional or General Entertainment (Hindi) or General Entertainment (English) or General Entertainment (regional language).

5(14B) The multi system operator shall place the channels of a broadcaster in the genre.

5(15A) Every multi system operator shall display, in his Electronic Programme Guide, all the channels offered by him, in the same

genre in which a particular channel has been indicated by the broadcaster and one channel shall appear in only one genre.”

2.4 However, such provisions are not part of the Telecommunication (Broadcasting and Cable Services) Interconnection Regulation 2004 dated 10th December, 2004 (herein after Interconnection Regulation 2004) which was initially applicable for non-addressable cable TV systems and later amended to include addressable systems such as DTH, HITS, IPTV.

2.5 The above said two Interconnection Regulations were replaced by the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 dated 3rd March 2017 (herein after the Interconnection Regulations, 2017) repealing the previous interconnection regulations. The provisions related to placing of channels were strengthened in these regulations. It has the following provisions:-

“18. Listing of channels in electronic programme guide.— (1) Every broadcaster shall declare the genre of its channels and such genre shall be either ‘Devotional’ or ‘General Entertainment’ or ‘Infotainment’ or ‘Kids’ or ‘Movies’ or ‘Music’ or ‘News and Current Affairs’ or ‘Sports’ or ‘Miscellaneous’.

(2) It shall be mandatory for the distributor to place channels in the electronic programme guide, in such a way that the television channels of same genre, as declared by the broadcasters, are placed together consecutively and one channel shall appear at one place only:

Provided that all television channels of same language within the same genre shall appear together consecutively in the electronic programme guide:

Provided further that it shall be permissible to the distributor to place a channel under sub-genre within the genre declared for the channel by the broadcaster.

(3) Every distributor of television channels shall assign a unique channel number for each television channel available on the distribution network.

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2.6 Further, the provisions of The Telecommunication (Broadcasting and cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 are as under:-

“38. Display of channels in EPG.— (1) Every distributor of television channels shall display all channels available on its platform in the electronic programme guide and each channel shall be listed under the respective genre of the channel as declared by the broadcaster under applicable tariff order or regulations notified by the Authority from time to time and one channel shall appear at one place only:

Provided that it shall be permissible for the distributor to divide the channels under one genre into sub-genres on the basis of language or region and such channels shall be assigned unique logical channel numbers within the sub-genres:

Provided further that the channels of same language shall be put together within the same sub-genre.”

The above said provision of interconnection regulations and Quality of Service Regulations deal with placement of channels to avoid discrimination but there is no direct provision regarding placement of channels on landing page.

Complaints relating to placement of channels

2.7 TRAI has received large number of complaints on 'Placement of channels on multiple LCNs simultaneously and including placing a channel on landing page. It was alleged that some broadcasters are in collusion with distributors are placing the channels on multiple LCNs and landing page to influence television ratings. Initially, the complaints were regarding running of channel on multiple LCNs in

different genres simultaneously. Thereafter when TRAI intervened, the practice of placing of channels on multiple LCNs on different genre was shifted to placing the channel on multiple LCNs within same genre, simultaneously. Thereafter, this practice was shifted to specific type of dual LCNs wherein a TV Channel was placed on landing page LCN as-well-as within its respective genre. Also, some distributors adapted the practice of placing a channel on landing channel only but not in its own genre. Similarly, sometimes, the channels were placed on single LCN within its genre, however, this channel was made as 'Landing Page'. In addition to this some of the recent complaints were relating to placing of a channel of a particular genre in a language other than the language of the channel. For example English News Channel is placed along with Telugu News or Bengali news Channels in the region where such language is popular. In all these complaints, the allegations were against the broadcasters and distributors regarding influencing of television rating of a TRP rated channel. Most of the issues raised in the above mentioned complaints get addressed with the provisions of Interconnection Regulations, 2017, except the issues relating to placement of TV channel on landing page. However, these regulations are sub-judice before various courts. Therefore, the extant provisions in Interconnection Regulations 2012 are in force.

Television ratings

2.8 The television ratings in India are published under the “Policy Guidelines for Television Rating Agencies in India” issued by the Ministry of Information and Broadcasting (MIB) on 16th January, 2014, and the said guidelines were formulated on the basis of recommendations³ of TRAI dated 11th September, 2013. The [Broadcast Audience Research Council](#) (BARC) is a registered agency under these guidelines that provides Television Ratings (also known as Television Rating Point (TRP)) for programs and channels in the

³ TRAI Recommendations On Guidelines for Television Rating Agencies
<http://traai.gov.in/sites/default/files/FINALReco%2011Sept2013.pdf>

country. The underlying spirit of policy guidelines for television rating in India is to have accurate, credible, transparent and representative TV audience measurement. At present, the Broadcast Audience Research Council (hereinafter 'BARC') is the only registered agency under these guidelines that provides Television Ratings in the country. BARC releases ratings in respect of more than 550 satellite TV channels out of 861 TV⁴ channels registered for down linking in India. As per the said guidelines the agency is also governed by the provisions of TRAI Act. As per the clause 7 of the said guidelines, the rates for rating data/reports shall be non-discriminatory and transparent and the rate card for rating data/reports shall be published in the public domain by the rating agency. Further, the data generated by the rating agency be made available, on paid basis, to all interested stakeholders in a transparent and equitable manner.

Audience measurement Methodology

2.9 Under this methodology, a unique watermarked code is embedded in the audio component of the channel. This code consists of the Channel ID & the time stamp. BAR-O-Meters installed at panel household's premises captures the watermark of the TV channel when such channel is being viewed by the panel household. The audience measurement is carried out through panel homes which are drawn from the pool of households selected through an establishment survey. The selection of panel homes, from the household pool created through establishment survey, are based on distribution of target viewership for a particular segment like age group, socio-economic class, gender, working status, multiple delivery platforms, all States and urban & rural markets. As per the BARC's methodology⁵ of audience measurement, the ratings are measured in the following manner :-

⁴ As on 31st December, 2017

⁵ BARC Methodology : <http://www.barcindia.co.in/Description-Of-Methodology.aspx>

Data collected from the meters is in seconds. However, in keeping with international standards, all validation rules are on viewing sessions (blocks of time of TV Set on in the HH – Tuning; and of each individual viewing TV - Viewing) and reported data is in clock minutes. Hence, all data needs to be converted to clock minutes (i.e. HH:MM format, e.g. 12:00:00 to 12:01:00, 12:01:00 to 12:02:00 and so on).

Individual Viewing Sessions within a clock minute: For BAR-O-Meter measured TV sets there are rules applied to the events that attribute viewing to one and only one TV channel for an entire clock minute. Only one channel is eligible to receive viewing credit for each clock minute throughout the viewing day. If an individual is viewing a TV channel for 30 seconds or more in a clock minute, the rules are straightforward and viewing is attributed to that channel for the entire clock minute.

The rules become more complex when viewing during a clock minute involves multiple channels for a total of 30 or more seconds. Additional rules are required as described below for processing event data.

Channel Viewing Sessions within a clock minute: Individuals can view multiple channels within a single clock minute. However, only one channel will be assigned the viewing in each clock minute. To assign this viewing, the following rules are applied.

Rule 1 - Only one channel watched: The viewing for the entire clock minute gets attributed to that channel

Rule 2 - Multiple channels watched with different viewing durations: Viewing is attributed to the channel with the maximum viewing duration.

Rule 3 - Multiple channels watched with two or more channels having the same maximum viewing duration: There are two scenarios for this rule-

Scenario 3a – One of the channels with the maximum viewing duration moves into the next clock minute. In this case, viewing is attributed to the channel moving into the next clock minute.

Scenario 3b – None of the channels with the maximum viewing duration moves into the next clock minute. In this case, viewing is attributed to a random channel from among those channels having the maximum viewing duration, using a random allotment algorithm.

It is pertinent to note that the 30 seconds or more rule, wherever applied, refers to a total of 30 seconds in a clock minute – whether consecutive or not

The pre-processed minute level data is then subjected to further processing with software that performs data validation and weighing.

2.10 Therefore, as per the audience measurement of BARC, viewing of a TV channel is calculated on the clock minute basis. Further, a channel with a maximum viewing duration in a clock minute gets the entire viewing attribute for that minute. If a channel is placed at a landing page, whenever customer switches ON the STB, it displays the landing page containing the channel first for a predefined duration. The predefined duration is generally configurable and during this period remote do not allow subscriber to flip channels. This time-period attains criticality and may influence television rating. It may happen multiple times as and when customer switches ON the STB in a day. After the STB is switched ON, landing channel continues to run on background, customer browses the menu options which consumes some time. It is also argued that in rural and remote places where electric supply is erratic, TV may get switched on when no one is there and landing page continues as if it is being watched. This may project false results for channel rating, as such TV rating marking is not on the basis of choice of consumer. If a landing channel is a water marked channel, the channel is measured as viewed, even though the customer may not be watching that channel at all or may be working on other menu options at the start. Further there is a very high probability that the customer is not viewing such channel as her/his natural preference. Such additional and non-genuine viewership may give the channel an upper hand in the rating recorded by the audience

measurement. Therefore, placing the channels on landing page may be a powerful tool in influencing and artificially inflating the ratings of a TV channel. This practice may lead to sudden hike in television rating in a very short span of time and distort well established Eco-system.

2.11 The counter view could be that the television channel at landing page may not be viewed by the customer, if it is not to his taste, therefore may move to desired channel of her/his own choice. Therefore the landing page may not impact significantly. Landing page may be used as a promotional tool for new channels so that a customer can experience the quality of new launched programme/content or channel so that customer can take an informed decision of subscribing such channel. Another view could be the TV channel at landing page may be seen as one additional channel or program available to customer, beyond his choice of channels. Customer may watch if he/ she likes, else it may be ignored. Counter view could be that the unwanted channel at landing channel may bring annoyance to customer as it may not be as per his taste, every time STB is switched ON it starts with such channel.

2.12 Issues for consultation:

Q1. Do you feel that emerging concept of placing TV channel on landing page can influence TRP ratings? Suggest the action which may address the issue with justification.

Q2. Should concept of landing page be defined? If so, please suggest the definition of the landing page with justification.

Q3. Will defining Framework for placing TV channels on landing page affect the present business model of distributors? If so, will it be considered impacting the freedom to do business by distributors of TV channels? Give your suggestions with justification.

Q4. Is landing page a natural choice of consumer while viewing TV channels? If not, why should channels, whose TV ratings are released by TV rating agency, be placed on landing page? Give your comments with justifications.

2.13 In order to take advantage of utilizing landing page and simultaneously reduce influence of it on TV ratings the following options may be considered:

- a. **There should not be any restriction by MSO in the landing page settings barring the channel from flipping for a specified duration:** This may reduce influence of landing channel on television ratings but may not completely mitigate. However, this is not easily enforceable as configuration changes are easily possible at the distributor end. Such regulation require a very high degree of oversight.
- b. **Modifying the configuration in middleware such that last visited channel of the subscriber may be kept as a landing channel:** This option may mitigate the influence of landing page on television ratings but prevents distributor to monetize the features of landing page. Further, in order to implement this option, the STBs should contain minimum internal memory. The success of this method will depend on the capability of STB/ distributors' middleware to render last viewed channel. This may not be feasible in old versions of STBs and/or middleware.
- c. **Barring placement of such channel on landing page, which are watermarked and for which viewership is measured by the television rating agency:** This option would enable the distributors in using landing page as a promotion tool for non-rated channels. Further, a landing page can be utilized for

showing advertorials, clippings of channels/programmes, trailers, programming services which are not watermarked, consumer friendly information such as toll free no., customer's account details, subscription packages details etc., value added services. Thus the marketing potential of the landing page can still be effectively exploited by the distributor through several means. This option may obliterate the ill effects to influence TV ratings by use of landing page.

- d. **Placing of only consumer related information on landing page:** Placing of consumer related information on landing page would improve consumer education about offers and services. However, this will reduce the options for the distributors as they would be prevented from making some additional revenue through landing page.

2.14 Issues for consultation:

- Q5. Whether placing of a TV channel on landing page increases television ratings? If yes, why TV Channels, whose TV ratings are released by TV rating agency, should not be barred from being placed on landing page? If no, why broadcasters are eager to place their channels on landing page? Give your suggestions with justification.**
- Q6. What should be the criteria/consideration to put a TV channels on landing page? Give your suggestion with justification.**
- Q7. Do you think the influence, if any, in television ratings by placing of TV channels on landing page can be mitigated through changes in measurement methodology of television ratings? Give your suggestions with justifications?**

- Q8. Please comment on the feasibility to implement user's 'last visited page' as landing page in distributors' network?**
- Q9. Should the landing page be used to place TV channels not having TRP rating or only to provide platform specific information? Give suggestions with justification.**
- Q10. Any other suggestions/comments related to the issue under consideration?**

CHAPTER 3

Issues for Consultation

- Q1. Do you feel that emerging concept of placing TV channel on landing page can influence TRP ratings? Suggest the action which may address the issue with justification.**
- Q2. Should concept of landing page be defined? If so, please suggest the definition of the landing page with justification.**
- Q3. Will defining Framework for placing TV channels on landing page affect the present business model of distributors? If so, will it be considered impacting the freedom to do business by distributors of TV channels? Give your suggestions with justification.**
- Q4. Is landing page a natural choice of consumer while viewing TV channels? If not, why should channels, whose TV ratings are released by TV rating agency, be placed on landing page? Give your comments with justifications.**
- Q5. Whether placing of a TV channel on landing page increases television ratings? If yes, why TV Channels, whose TV ratings are released by TV rating agency, should not be barred from being placed on landing page? If no, why broadcasters are eager to place their channels on landing page? Give your suggestions with justification.**
- Q6. What should be the criteria/consideration to put a TV channels on landing page? Give your suggestion with justification.**
- Q7. Do you think the influence, if any, in television ratings by placing of TV channels on landing page can be**

mitigated through changes in measurement methodology of television ratings? Give your suggestions with justifications?

Q8. Please comment on the feasibility to implement user's 'last visited page' as landing page in distributors' network?

Q9. Should the landing page be used to place TV channels not having TRP rating or only to provide platform specific information? Give suggestions with justification.

Q10. Any other suggestions/comments related to the issue under consideration?

List of acronyms

| Abbreviations | Description |
|----------------------|--|
| BARC | Broadcast Audience Research Council |
| DAS | Digital Addressable Cable System |
| DTH | Direct-To-Home |
| EPG | Electronic Programming Guide |
| HITS | Head-end In The Sky |
| IPTV | Internet Protocol Television |
| LCN | Logical Channel Number |
| MIB | Ministry of Information and Broadcasting |
| MSO | Multi System Operator |
| STB | Set Top Box |
| TRAI | Telecom Regulatory Authority of India |
| TRP | Television Rating Points |
