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To: arvind@traigov.in

To
Trai Chairman & other dignitaries
By
D Ajey
Anand satellite vison
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Sub :-Suggestions regarding cable tariff issues of Broadcasting & Cable Services

Respected sir,

1). As you know - Cable industry is only industry which spreads its arms from Sky to Earth.

1.1). Sky(Up linking & down linking of signals through Satellite in the sky)

1.2). Water(Cabbling under sea)

1.3).Earth(by Dish installation & Ground level cabling by LCOs)

1.4). Cable Industry is one such industry which created numerous Jobs directly & indirectly, by way of

(a). SELF Employment(LCOs)

(b). Corporate sectors

(c). Broadcasters & MSOs

(d). Big industries (Cable wire & related Electronic equipment manufacturers)

1.5). Cable industry plays major role in

(a). Entertainment at Door steps.

(b). Instant communication

(c). advertising.

2. It is pertinent to submit that-

(a). LCOs in general are not Highly Educated to obtain a Government jobs, Since they are Hard workers, preferred to Eke out food & other needs for them & their family members, by SELF Employment, as such engaged in cable service as by way of LCO

(b). On the other hand MSOs & Broadcasters are Highly Educated, Even appointed Advocates & MBA personal to give suggestions

3. For the reasons stated above it is pertinent to submit that - LCOs failed to place their demands & Grievance before the Trai, which resulted in

(a). an Unjustifiable &
in acceptable order, regarding Sharing of Tariff between MSOs & LCOs by Trai

(b). In addition to this unfortunately Trai's order kept Broadcaster away from LCO

4. For the reasons stated above

(a). Transparency in the Industry has been shadowed/Vanished

(b). MSOs harassed, Blackmailed & Looted LCOs money.

(c). MSOs, who are not ready to switch STBs to new regulations unnecessarily caused connections loss to LCOs,

5. It is pertinent to submit that TRAI already noticed all Ugly things which happened due to Greediness & non cooperative nature of MSOs, from several months how public of the Nation expressed their anguish on TRAI(For the wrong done by MSOs).

6. It is also pertinent to submit that - Even though there is no provision MSOs appointed Distributors who are most Greedy & Network Grabbers(by black mailing & Extortion)

7). It is pertinent to submit that - LCOs investment, involvement, Hard work, and Friendly relation ship with customers are much more than, the investment of MSOs & Broadcasters. But

Present regulation of TRAI pertaining to Revenue share between MSOs & LCOs are Unjustifiable one, it doesn't meet which LCOs deserves for their investment, involvement, Hard work in establishing the Industry.

8. Hence it is the prime duty of TRAI to modify the present Impugned regulations pertaining to Tariff sharing between MSOs & LCOs

Which should reflect Customer Beneficial & Customer Friendly

(a). By strict implementation of Transparency in Industry.

(b). Providing opportunities to LCOs & change the Sharing issue from Bilateral(BC & MSO)

to

Triangular(BC, MSO & LCO)

(c). By considering the the Channel carriage Fee, Placement fee, Advertisement money which MSOs collects

(d). By noticing that LCOs will not get any such revenue(Hence deserves to get 100% NCF)

(d) LCOs part is much more than MSOs part,

Modify the Tariff issue by noticing the Investment, Involvement, Hardship of LCOs which is Justifiable & Up holds the interest of LCOs & Customer beneficiary & Customee Friendly

(not necessary to say once again that LCOs are the only part of Industry which cares for it)

* SURVIVAL of LCO means GROWTH in Cable Industry,

Consequently Customers are benefitted, Which is the main intention of TRAI "

* Let's hope that TRAI will not depart from it's intention & Responsibility

such industry which