

## BARASAT CABLE TV NETWORK PVT. LTD.

Ref.: Consultation Paper No. 8/2011 , comments on chapter I

### 1.23

- i. Minimum No. of free to air (FTA) channels should 40 (Forty) in all areas of India under BST.
- li BST should comprise of various channels like Entertainment, Information, Education, Sports, Others in the ration of 30:20:30:15:5
- iii There should uniform price of BST in the country and price should be Rs. 100 (Rupees one hundred) per month.

Comments on chapter II

### 2.8

- a) a-la-carte channel price should not be linked to whole sale price.
- b) There should be common ceiling across all genres for pay channel in view of there exists different age group people of different choice in a house hold having cable connection. Price ceiling across all genres for pay channels should be Rs. 7 (Rupees Seven Only).
- c) Price ceiling across all genres for FTA channels will be Rs, 2.50 per month.

Comments on chapter III

### 3.13

- i) TRAI should determine subscription share revenue between MSO and LCO.
- ii) TRAI should prescribe uniform revenue sharing between MSO and LCO as 20:40 keeping aside 40 for broadcaster. LCO should get double that of MSO as it is LCO only who are caring the content to household and caring for 24 x 7 .

### 3.18

- i) Must carry' provision should not be mandated for MSO operating in DAS area. Broadcaster tries to serve a lot of channels having no customer demand in MSO Network for earning more advertisement revenues. So Broadcaster will not be encouraged.

### 3.31

- i) Carriage fee should not be regulated for digital addressable system.
- ii) Quantum of carriage fees be linked to number of viewers, linguistic character , demand / popularity of channels etc.
- iii) Quantum of carriage fees should depend on market forces as also negotiation between broadcaster and MSO .

### 3.35

Earlier uniform SIA provide by TRAI was unique and well accepted. So TRAI should Prescribe SIA for DAS area.

## Chapter IV

### 4.9

1. We do agree with proposed norms except on one aspect of this Disconnection by operator for whatsoever. This period should 5 (Five) days to desist consumer from enjoying service.

### 4.15

- i) LCO should responsible for day to day operation for rendering best service to consumer except problems like no signal of a particular channel , which lies on MSO.
- ii) Bill should be done by MSO , as SMS is being kept at Head-end .