



Our Suggestions

1. The clause no 3(2) and 3(5) of the interconnection agreement should not be deleted as the same provides a reasonable approach in dealing with the carriage fees.

If a MSO demands a particular TV Channel from a broadcaster for running in its platform it cannot demand at the same time a carriage fee to run such channel.

NEED FOR ANY FIXATION OF MINIMUM NO. OF CHANNELS TO BE RUN IN A MSO.

2. Minimum Channel carrying capacity needs to be fixed to 500 case a MSO is operating in a city.

MSO operating in towns should carry at least 400 channels in its DAS platform.

As there is presently no MSO operating only in rural areas in West Bengal so the minimum channels running clause does not apply in this state.

PLACEMENT FEES

If a broadcaster pays a carriage fee to a MSO and at the same time the MSO demands a placement fee is not justified. A broadcaster cannot be forced to pay twice under different heads for carrying a single channel in a particular platform of a MSO.

Offerings of Bouquet(s) of channels which require specialized set top boxes.

Channels which require specialized STB's should be offered on a bouquet basis rather than a-la-carte basis as the same will force a viewer to pay for extra money for viewing a single channel.

CARRIAGE FEES

The minimum rate of carriage fee needs to be fixed by TRAI. As per our suggestions it should be fixed to Re.0.50 per annum per STB to a maximum ceiling of Rs.1 per STB depending on the capacity of MSO in terms of its operating area of business and total no of channels running in its addressable system. The carriage amount as agreed to remain same for for a minimum lock in period of two year and can be revised thereafter.

MSO's should provide respective broadcasters SMS (subscriber management system) report based on which the broadcaster can decide upon the carriage fees to be paid to the MSO's. Without such report no MSO can claim carriage from the broadcaster.

MUST CARRY BASIS

MSO's must carry the vernacular language channels of respective State/UT along with the DD channels irrespective of any ceiling thereof provided it is within its capacity of providing the minimum no. of channels according to the respective MSO's area of operation.



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