

CABLE SAMONNOY COMETEE
HABRA,NORTH 24 PGS(N),PIN-743235
WESTBENGAL
MOB-9733772635

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

1.23

i. Minimum No. of free to air (FTA) channels should 50 (Fifty) in all areas of India under BST.

i BST should comprise of various channels like Entertainment, Information, Education, Sports, Others.

iii There should uniform price of BST in the country and price should be Rs. 110 (Rupees one hundred ten) per month and the whole share should go to Cable operator since the MSO will earn through carriage money against placement of the FTA channel.

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. 6 (Rupees Six Only).

Comments on chapter III

3.13

i) TRAI should determine pay channel subscription share revenue between MSO and LCO.

ii) TRAI should prescribe uniform revenue sharing between MSO and LCO as 30:40 keeping aside 30 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.