

E-mail: fedservorg@gmail.com

Mobile: 94431 56100

FEDERATION OF CONSUMER AND SERVICE ORGANIZATIONS

Promoted exclusively to deal with the pressing issues..

(Regd. No.CAG/01/2016 as a Consumer advocacy group with TRAI)

No.5, 4th Street, Lakshmipuram,
Tiruchirappalli – 620 010. T.N. State .

The Secretary,
Telecom Regulatory Authority of India,
New Delhi – 110 011.

18th, April, 2018

Kind attention to: Shri Anil Kumar Bhardwaj, Advisor (B&CS)

Dear Sir,

Sub: Consultation Paper on “Issues related to Placing Television Channel on Landing page”

We please attach our view on the above 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.

Ans: Yes.. It may segregate to language with seniority order

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

Ans: Yes, first local language, Hindi, other regional languages and English

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.

Ans: Yes their business may affect.. But the viewers’ interest will be taken consideration as priority.

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.

Ans: landing pages are choices of distributors not choices of the consumers and this is way to promoting particular channels to reach the Consumers.

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.

Ans: yes it will increase the rating if it place within front row..

Q6. What should be the criteria/consideration to put a TV channels on landing page? Give your suggestion with justification.

Ans: The front row should be allotted to informative channels

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?

Ans: Defiantly influences are there; as mentioned the frontline channels are getting more numbers of viewers and it will help to improve the TRP rating. In this regard, the provision may be installed to fix frontline by the consumers or fix some norms in giving priority such as Doordharsan and informative channels.

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

Ans: no comment.

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.

Ans: We think if there is not having TRP rating, the TV Channels would try to bring their channel in front row enable to convince the advertisers in availing advertisements in claiming that their Channels is within front row and it would get more viewers.

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

Ans:

- i. It is our responsibility to bring the good and informative channels within front row enable to watch and know about the informative channels to the viewers.**
- ii. The most of the present front row Channels are telecasting cheap tested programme in attracting the viewers.**
- iii. Some Channels are asking answers for simple questions through the value added mobile numbers, the viewers are unaware about the actual charges; which is originally banned by the Hon'ble National Commission, but it is continuing. .**
- iv. Some of them asks to give missed calls to the concerned numbers, we don't know; whether it is chargeable or not. This could be informed to the viewers in transference.**
- v. The News Channels are conducting debate with sensitive issues in claiming as talk show; it is not only creating confusions among the viewers but also creating enmity between one group to other. Consider in regulating such debate show.**

- vi. **The TRAI may consider in setting up the Complaint and Appellate jurisdiction on Telecasting issues in the line of Mobile operation with the involvement of TRAI CAG members.**

- vii. The TRAI may consider in allocating some role to CAG members in watching and reporting the performance deficiencies and shortcomings of the TV Channels of their respective areas.

- viii. Regulate the time for advertisement especially with Pay Channels.

Thanking You,

Yours Sincerely,

M. Sekaran.

President.

Reg. CAG with TRAI

Page No.04/04