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Subject: cable suggestion  
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Dear sir

I would like to give you few suggestion on the cable front .As we are ourselves victim of messy situation in our city.

1 First and foremost the registration procedure should be made more simplified. The current system of registration of cable operators in just post office should be made more comprehensive. Along with registration with post office the operators should be given option to register with TRAI .TRAI should allot a 16 digit cable operator Identification number and maintain a online database of all cable operator .this identification number should work like PAN for cable operator in all transaction with broadcasters ,consumers.This way TRAI would be able to keep tab on all cable network and make this industry more organized.CAN or cable operator account number should be made mandatory for any transaction with broadcasters or mso or even consumer.This entire process of cAN should be manned in association with broadcasters also as the broadcasters would gain the maximum in this exercise.Broadcasters would find merit in updating channel status to cable operators instantly .Also the issue of under declaration of subscriber can also be checked in this.above all TRAI would be in much better stage to make regulation. CAN could be implemented without amending the cable network act as this would be strictly an issue of regulatory change well under the purview of TRAI.

2 Further cable industry in India should be seen as an employment generating venture and hence best for self employment. I recommend no restriction in number of players in each area or locality.Current state of digitalization has been much worst for consumers as only few could invest in this process and again cable business would be in hands of few rich operators who will manipulate the industry .Digitalization should not be made mandatory and when consumers have option to view digital tv through DTH or IPTV ,it makes no merit in forcing digitalization on marginal cable operators.Cable operators are currently under pressure from DTH .TRAI should also come out to bail them out.We should view cable option as a product which has an entirely different segment of consumers which are lower middle class and lower class.Upper middle class and higher class would defiantly go with DTH so why there should be a fuss for digitalization and put away thousands of cable operators .Let cable industry grow in this segment and give dTH players a run for their money.

3 Cable operators should encouraged to be more cost ffective in their operation and give niche channels with best quality and this is possible in this analogue system as well.Bandwidht can be increased to accommodate more channels but the factremainis that consumers watch few best channels only.

4 Cable operators can be seen as an vehicle for IT growth ,they can be encouraged to provide internet facility at cheaper rates while taking leased line and on ethernet .The internet penetration could increase if cable operators tie up with telecom operators .Cable industry could also help broadband penetration.TRAI Should encourage telcom operators particularly BSNL to tie up with cable operators to rope in broadband .BSNL has developed lot of local exchange I n diff locality so from the area exchange cable operators could take internet to houses at much cheaper rates and increase penetration.

In India we have typical problem of non coordination between different sectors connected to one another.

I will try to give more feedbacks on other issues .Please let me know what dou think about CAN?

regards  
kunal