

Subject: **Tariff Issues for Cable Services**

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It is very commendable to know that the voice of LCO's is being heard upon.

Coming to the issue of the Tariff for cable services the LCO's were completely ignored. It was the cable operator who created the cable tv industry around three decades back.

All the efforts put by the LCO's in creating such a big industry was squashed with a very unfair revenue sharing system proposed by TRAI.

It was the LCO who laid the cable to every subscriber but he was made a non-entity and was never given a chance to express his wants and needs.

In my opinion the LCO should get atleast 90% of NCF because the subscribers for cable tv are his own and not that of a MSO or any Broadcaster.

The MSO gets revenue as carriage fees for every channel he transmits and also hidden incentives from the broadcasters.

Most anguishing decision was the provision of less than 10% of the pay channel price tariff of the subscriber to the LCO. It means that a LCO is collecting the money from the subscribers and giving to the broadcaster almost at free of cost.

I suggest and demand that the LCO should get atleast 40% of the pay channel price of the subscriber.

For the last five months the very survival of a LCO is in a question mark. Many LCO's are not in a position to pay proper salaries to their employees. The subscriber base of LCO's has shrunk by 20 to 40%. This is the fate of the cable tv creator.

To put it in one line " LCO should get 90% of NCF and 40% of pay channel tariff " for the survival of this big industry.

Wishing a prosperous and dynamic cable tv industry'

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