

Information note to the Press (Press Release No. 09 /2008)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

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Subject: A-la-carte rates and bouquet rates of pay channels as reported by the broadcasters for cable TV operations in non-CAS area.

New Delhi, 18th January, 2008 - TRAI has placed today on its website (www.trai.gov.in) the filings by the broadcasters regarding the a-la-carte rates and bouquet rates of their pay channels in non-CAS area.

2. Earlier, TRAI had issued the Telecommunication (Broadcasting and Cable) Services (Second) Tariff (Eighth Amendment) Order, 2007 on 4th October, 2007. This Amendment Order has already come into effect from 1st December, 2007. As per this amendment order, Broadcasters are required to provide all their channels on a-la-carte basis also in a non-discriminatory manner and declare the a-la-carte rates to the multi system operators (MSOs)/cable operators for such channels in non-CAS areas. Bouquets of channels can also be offered by the broadcasters.

3. Several pay channel broadcasters have filed the information with TRAI indicating the a-la-carte rates and bouquet rates of their channels. In order to ensure that the MSOs and cable operators get the content in a non-discriminatory manner, it is necessary for them to know the rates declared by the broadcasters. Accordingly, the scanned copies of these filings (excluding the confidential portions) made by the broadcasters are placed on the web-site for information of the stakeholders.

4. It should be noted here that publication of these filings on TRAI's website shall not be construed as approval of such filing by TRAI. It is further clarified that these rates are only meant to provide a basis for appropriate interconnection agreements between broadcasters on one hand and MSOs/cable operators on the other. These rates should not be taken as rates applicable at the consumer's end, which is technically not feasible due to absence of addressability in non-CAS areas.

Authorised to issue: Principal Advisor (B&CS)

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