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Q & Ans

**Consultation Paper
on
Platform Services offered by DTH Operators
28th August, 2019**

Question 1: Do you think programmes of the PS should be exclusively available on one single DTH operators' network only to qualify as a PS channel for the DPO ? Should there be any sharing of such programmes with other DPOs ? If yes, please provide justification and if no, the reasons thereof.

Ans. 1: The answer cannot be in simple 'yes' or 'no'. It depends on source of such channels:

Answer is 'yes'

If PS channel is produced and distributed by the same DPO then that channel should be exclusively available on that DTH operators' network only otherwise DTH becomes both a broadcaster and distributor.

Answer is 'no'

If PS channel is made available by a producer other than a DTH operator, then that channel should not be restricted to one DTH operator only. Such a producer should be at par with a broadcaster whose channels are available on multi DPOs' networks.

Question 2: In case answer to Question 1 is no, how it can be ensured that programmes of the PS are exclusively available only on single DTH operators' network? What conditions are to be imposed in registration/license/guidelines?

Ans. 2: Please refer Ans. 1.

Question 3: Is there a need to revisit/review the earlier recommendations of the Authority dated 11th November, 2014, relating to keeping recording of all PS channel programs for a period of 90 days and maintaining a written log/ register of such program for a period of 1 year by the DPO from the date of broadcast and the role of Authorised Officer and the State/ District Monitoring Committee and MIB as monitoring authorities.

Ans. 3: **Yes.** Seeing the volume of effort involved the monitoring authorities should depend on statistical quality control methods based on realtime viewing of PS channels and not on records maintained by DPOs' to avoid too much of human intervention. Appropriate guide lines need to be evolved for use of statistical quality control methods by Authorised officer and State/District Monitoring Committee and MIB as Monitoring Authorities.

Question 4: What should be the Registration fee/Annual fee for PS per channel? And how it is to be estimated ?

Ans. 4. For arriving at Registration Fee/Annual Fee the source of PS channel needs to be kept in view. There are two sources

First Source PS Channel produced by DPO call such a channel PS1

Second Source PS Channel obtained from a producer call such a channel PS2

Further the source will be of two natures both possible in case of PS1 & PS2

First Source situated in INDIA such a source 1

Second Source situated outside India such a source 2

Combining the above two possibilities

PS1 will be of two types-PS1,1; PS1,2

PS2 will be of two types-PS2,1; PS 2,2

We need to consider fixation of fees for PS1,1; PS1,2; PS2,1; PS2,2

Suggestions are:

For

PS1,1: One-time registration fee= $1,00,000 \times 1/2 \times 1/2 = 25,000$ Annual Fee= $5,00,000 \times 1/2 \times 1/2 = 1,25,000$

PS1,2: One-time registration fee= $1,00,000 \times 1/2 = 50,000$ Annual Fee= $15,00,000 \times 1/2 = 7,50,000$

PS2,1: One-time registration fee=1,00,000x1/2=50,000 Annual Fee=5,00,000x1/2=7,50,000

PS2,2: One-time registration fee=1,00,000=1,00,000 Annual Fee=15,00,000

Notes: a) The above rates are suggested to promote Make in INDIA initiative

b) To discourage possibility of hiding capacity by DPO for broadcaster channel to accommodate PS channel

Question 5: How many PS channels are to be allowed to DTH Operators ? and Why ?

Ans.5. 10% of 100 channels covered under Minimum NCF=10 as PS channels are fouling the basic principle of UPLINK/DOWNLINK feature of DTH. These channels should be considered as a bonus and not as a right by DTH operators. These ten channels could be paid or unpaid but should be a-la-carte and could be mix of PSI & PS2 channels.

Question 6: Whether PS channels should be placed separately on EPG to distinguish them from regular TV channels? If yes, how these channels are to be placed?

Ans.6. No.

Question 7: Should there be any provision for displaying name and sequence number of PS channels in a particular font size under the heading 'PS' or 'Value Added Services' on TV screen so as to distinguish them from the regular TV channels ? If yes, please provide justification.

Ans.7. No.

Question 8: Should PS channels be also categorised in specific genre such as 'Devotional' or 'General Entertainment' or 'Infotainment' or 'Kids' or 'Movies' or 'Music' or 'News and Current Affairs' or 'Sports' or 'Miscellaneous'? Please provide proper justification for your answer.

Ans.8.No.PS should appear only in all channels option so that customer/subscriber/consumer can view his choice channels comfortably. Customer needs to be given priority in EPG for ease of viewing of channels both paid/FTA choice. Customer experience will enhance if genre display of channels is dispensed with. EPG should have only two categories for a specific customer, all channels and channels chosen by the customer. Both appearing in two separate number series in numbering domain.

Q 9: Stakeholders may also provide their comments on any other issue relevant to the present consultation.

Ans.9.Relevant other Issues follow:

i)Digital Dividend:

Impression is given that capacity is not available to accommodate Broadcaster Channels by DPOs' where as Digital Dividend as spare capacity should have resulted by digitalisation of DTH services for other pressing needs. This has happened because of PS by DPOs'.PS by DPO' not only resulted in eroding Digital Dividend but also Uplink Down Link nature of DPO service. Accordingly, it is for consideration that PS or no other value added service be permitted on DPO service.

ii)USE of Alternate Media platform for DPO PS:

Cable TV DTH is the best alternate media platform for DPO PS.

iii)Use of optic fiber cable in place of coaxial cable for Cable TV DTH service:

Cable TV DTH should also migrate from coaxial cable to optic fiber cable due to its almost unlimited carrying capacity.

iv) Service Provider Neutral Composite Set Top Box for Cable TV DTH & DPO DTH:

Composite set top box will enhance the customer choice and satisfaction. Customer pays for everyone in the value chain and should get value for money. DPO DTH & Cable DTH should provide customer with mobile sim/debit card/credit like cards compatible with composite Set Top Box.

v)CPE:

Now the CPE is provided by CABLE TV DTH, DPO service provider. The same should be delinked from service provider. Let that be the responsibility of customer after delinking the same from service provider.

vi)Vendor Development:

New vendors have to be developed for Composite Set Top Box, CPE & DTH Card. There appears to be a large scope of job creation.

vii)WEB Sites of DPOS':

The pages on WEB sites of DPOs' are changing quite fast. For sake of customer convenience, the following is for consideration:

b) There must be a button for accessing web manager/web master of the site.

c) Whenever a screenshot/print of a page is taken the date and URL must appear for future reference.

viii) Level playing field and Digital Dividend:

The distribution of PS channels before going through uplink-downlink configuration not only disturbs the level playing field for a cable DTH but uses precious space segment a natural resource which has constraint of limited availability with many competing requirements. To get the benefit of Digital Dividend accruing of digitalisation of DTH service PS must be confined to cable DTH only. May be migrating from coaxial cable to optic fiber in need for additional capacity.

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