

From: S Manjesh Roy <smroy035@gmail.com>

Date: Tuesday, January 3, 2012 12:41 pm

Subject: Suggestion for Consumer Benifit in Cable TV

To: advbcs@traf.gov.in

> Sir,

>

> This is in response to the "Consultation Paprer on "Issues

> related to

> Implementation of Digital Addressable Cable TV Systems" of TRAI. In

> the interest of the consumer it is suggested taht the billing for

> Cable TV be mandatorily made upon usage, similar to telephone billing.

> following to suggest.

>

> Take the case of land line phone with STD and ISD facility. The

> subscriber is able to dial any number to any state / country at any

> time of his choice. However, the billing is limited only to the extent

> of actual usage. The subscriber is not required to 'subscribe'

> separately for STD / ISD facility for each state / country. The

> billing is limited to actual usage and not on the number of

> state /

> countries enabled for direct dialing. This analogy can be applied

> mutatis mutandis in Cable TV as well.

>

> By default all users of digitized TV / DTH may be provided

> access to

> all channels at all times. However, their billing may be restricted

> only to the extent of usage of each channel at pre announced pulse

> rate, similar to telephone billing. The set top box and / or the back

> end infrastructure of service provider can be suitably

> configured /

> geared up to monitor precise channel wise usage to facilitate usage

> based billing.

>

> Usage based billing would enhance consumer welfare – it eliminates

> subscription to the channel for the entire month, even if consumer

> views just one program in that channel, say, just for an hour.

>

> You are requested to consider this suggestion and take it up for

> implementation, if deemed useful.

>

> Thanking you

>

> Regards,

>

>

> S. M. Roy

> Chennai