

## Basic Service Tier for the Digital Addressable Cable TV Systems

1. What should be the minimum number of free-to-air (FTA) channels that a cable operator should offer in the basic-service-tier (BST)? Should this number be different for different states, cities, towns or areas of the country? If so, what should be the number and criteria for determination of the same?

*A minimum of 35 FTA channels should offer at all levels i.e. village, municipality, corporation etc as BST. Most of the LCOs taking signal from the MSO who normally have set up in city. The Local Cable operator can offer more channels only when his MSO provides.*

2. In the composition of BST, what should be the genre-wise (entertainment, information, education etc.) mix of channels? Should the mix of channels and/or the composition of BST be different for different states, cities, towns? If so, how should it be?

*At all levels first priority will be given to the own language channels of the respective state. Then other language channels should offer based on local consumer interests. As a result though numbers remain same but channels may differ in different states.*

3. What should be the price of BST? Should this price be different for different states, cities, towns or areas of the country? If so, what should be the price and criteria for determination of the same?

*There should be common rate for all states. Rs.75 per month (excluding taxes) is reasonable for BST. A provision should be made to increase the BST price at least 5% per annum.*

4. What should be a-la-carte rate of channels that form part of BST? Should there be a linkage between a-la-carte rate of channels in the BST to the BST price or average price of a channel in the BST? If so, what should be the linkage and why?

*No a-la-carte rate is to be fixed for the channel under BST. MSO should consult the LCOs before finalizing the channels providing under BST. Then LCOs can explain their priorities based on their local subscribers interests. If interests of the majority subscribers addressed then there is no need for fixing of rates as a-la-carte channels.*

### Retail Tariff for the Digital Addressable Cable TV Systems

5. Should the retail tariff be determined by TRAI or left to the market forces? If it is to be determined by TRAI, how should it be determined?

(a) Should the a-la-carte channel price at the retail be linked to its wholesale price? If yes, what should be the relation between the two prices and the rationale for the same?

*No linkage should be there between wholesale and retail prices. a-la-carte channel price should be fixed at Rs.5.50 maximum per subscriber per month. The MRP for a-la-carte channel should not be hiked at least upto 2 years.*

(b) Should there be a common ceiling across all genres for the pay channels or different ceilings for different genres? What should be the ceilings in each case and the reasons thereof?

*Let Broadcasters decide the genre wise rates keeping MRP(Rs.5.50) in view.*

### Quality of Service Standards for the Digital Addressable Cable TV System

18. Who should (MSO/LCO) be responsible for ensuring the standards of quality of service provided to the consumers with respect to connection, disconnection, transfer, shifting, handling of complaints relating to no signal, set top box, billing etc. and redressal of consumer grievances?

*No doubt. It is absolute responsibility of Local Cable Operator.*

19. Whether Billing to the subscribers should be done by LCO or should it be done by MSO? In either case, please elaborate how system would work.

*In view of rural areas subscribers cannot go to the MSO office which will be far away from their local village. Hence, MSO should set up an office at Mandal Level or they can encourage Local Mandal Level Cable Operator to set up a office for the convenience of surrounding villages. The hardware and software should be supplied by the MSO and the maintenance costs can be finalized through negotiations between MSO and Mandal Level Operator. In this set up LCO can collect money from the subscribers and pay it in the mandal level MSO office.*

20. Should pre-paid billing option be introduced in Digital Addressable Cable TV systems?

*Yes. Pre paid billing option is to be introduced in DAS. It is very useful to the rural LCOs and subscribers. Most of the rural subscribers pay as year payments whenever they get crops. And labour also pay during the field work season. Due to pre paid billing system LCO can offer good discounts for them.*

27. Any other relevant issue that you may like to raise or comment upon.

*a) MSO's share should not be More than 10% of BST. Since no under connectivity in place after DAS these 10% make so much of money for them. The LCO has to invest on cables, electricity, workers salaries etc. and he is the person who takes responsibility of providing quality signals and service to the subscribers. Hence 90% of the money from BST should remains with him.*

*b) Now a days all the LCOs taking signal from the MSO who has his control room a distance of more than 150-250Kms from the LCOs village. Most of the villages will be covered by 2<sup>nd</sup> phase of DAS implementation itself. I want to know is there any incentives to the LCOs on this pre DAS implementation than scheduled date. If not make some provision so that complete DAS will be in Place before schedule.*