

Subject: **Trai's Consultation on Revision to NEW Tariff order- Reg**
To: vk.agarwal@traigov.in

Date: 09/23/19 12:13 PM
From: Sri Ranjani <srtv.info@gmail.com>

Hi,

First of all thanks for consulting with us.

I'll tell my thoughts and sufferings of LCO IN KEY POINTS

1. In Cable TV distribution, the **fundamental ground work and hard work is done by the LCO** from getting Signal from MSO in our own Fibre layed to getting it to CUSTOMERS PLACE in Clear picture. **So 100% of NCF SHOULD BE provided to LCO**
2. About main competitor, DTH Since they don't have anyone to share their NCF, They're literally playing with it. As You noticed, First they have waived off NCF to multi connection now **they are giving offers to NCF for single connection which cannot be given by LCOs, Since our Share are way less than them.**
3. Going to be the ULTRA COMPETITOR, OTT, Since TRAI rules have not been regulated for OTT/IPTV platforms, They are playing with their CONTENT which is way more cheaper than Cable TV after NTO. Cable TV LCOs are Shattered.

Let me explain why its shatered with current scenarios

ex 1: IN OTT PLATFORM HOTSTAR IF I PAY Rs.365 for 1 year(Rs.1/day) I can watch the 8.00 PM serial at 6.00 am itself, **which also includes ALL channel content included in the pack, They are providing the same content for about Rs.300 for a month(Rs.10/day) which is unfair and brutal.**

Ex 2: IN OTT PLATFORM SUNNXT, IF I PAY Rs.480 for 1yr (Rs.1.33/day) for all their contents, but for CATV platform they are **providing Single regional content Rs.70 for a month(Rs.12.6/day) Which is INJUSTICE**

Ex 3: IN OTT PLATFORM JIOTV, IF I PAY Rs.99 for a yr(Rs.0.2/day) They can watch every Channel in India which will be Above Rs.1000 for a month(33.3/day) after NTO in CATV which is a serious threat to the Industry.

I plea and request you to consider the rate at which the content providers(broadcasters) differ from platform to platform.

MRP for channels should be reduced reasonably.

OTT originals which is not aired in CATV, They can price whatever, but if the contents are same as CATV at cheap rates

There is no value for the content in CATV. OTT/IPTV SHOULD BE REGULATED at the earliest.

100% of NCF SHOULD BE provided to LCO, without NCF We cannot sustain.

Thank you

Thangaramu K
Chennai-600081
TAMILNADU
INDIA