

**RESPONSE FROM BROADCASTERS TO THE CONSULTATION PAPER NO.18/2012 ON ISSUES RELATED TO AMENDMENTS TO THE INTERCONNECTION REGULATIONS APPLICABLE FOR DIGITAL ADDRESSABLE CABLE TV SYSTEMS & TARIFF ORDER APPLICABLE FOR ADDRESSABLE SYSTEMS**

*Carriage fee*

(a) Whether the following proviso should be introduced in the clause 3(2) of the interconnection regulations for DAS and the clause 3(5) of interconnection Regulation for DAS should be deleted. “Provided that the provisions of this sub-regulation shall not apply in the case of a multi-system operator, who seeks signals of a particular TV channel from a broadcaster, while at the same time demanding carriage fee for carrying that channel on its distribution platform”.

**Our Response:** It is recommended that the proviso “*Provided that the provisions of this sub-regulation shall not apply in the case of a multi-system operator, who seeks signals of a particular TV channel from a broadcaster, while at the same time demanding carriage fee for carrying that channel on its distribution platform*” should be introduced as broadcasters should not be forced to supply their channel in terms of regulation 3.2 and at the same time forced to pay carriage fee for the channel.

(b) If no, the reasons thereof. N.A

*Minimum Channel Carrying Capacity of 500 Channels for MSOs*

(a) Whether there is a need to specify certain minimum channel carrying capacity for the MSOs in the interconnection regulations for DAS.

**Our Response:** The regulations should mandate a minimum channel capacity of 500 channels for MSOs having subscribers base of more than 25000 within a prescribed deadline and a minimum channel capacity of 250 channels per headend for MSOs having subscriber base of less than 25000 subscribers. The reasons are detailed in the Explanatory Memorandum of TRAI. Further, with the increased channel carrying capacity, it would resolve the issue pertaining to carriage fees and also provide wide variety of choice for the viewers.

(b) If yes, what should be the different categories (example cities/town/rural area) of areas for which minimum channel carrying capacity should be prescribed and what would the capacity for each category.

**Our Response:** It is recommended that at least in Phase 1 cities, the minimum channel capacity for all MSOs having more than 25000 subscribers should be 500 and for MSOs with less than 25000 subscribers should be 250.

*Placement Fee*

(a) Whether there is a need for regulating the placement fee in all the Digital Addressable Systems. If so, how it should be regulated. The stakeholders are requested to submit their comments with justifications.

**Our Response:** Placement Fee should be regulated in all Digital Addressable Systems as in the Digital Addressable Systems, the technology provided for an Electronic Program Guide (EPG) wherein the channels being carried on a MSO’s network can be arranged in a simple easy to understand manner so that the subscriber can easily go through EPG and select the channel of choice instead of flipping through all the channels. This display of channels can be genre-wise where all the channels of a particular genre can be listed under that genre in the genre wise list of EPG. Thus, in digital addressable cable TV systems, there is hardly any justification for charging of placement fee.

\*\*\*\*\*