

Q.1 Do you agree that flexibility available to broadcasters to give discount on sum of a-la-carte channels forming part of bouquets has been misused to push their channels to consumers? Please suggest remedial measures.

Authority in para 81 of the EM of TTO 2017 noted that in order to provide flexibility to distributors of television channels and protect the interests of customers/viewers the ceiling of Rs. 130/- has been prescribed

Q2. Do you feel that some broadcasters by indulging in heavy discounting of bouquets by taking advantage of non-implementation of 15% cap on discount, have created a non-level field vis-a-vis other broadcasters?

Some DPOs have also raised the issue that the present tariff order does not permit DPOs to offer different NCF for the different regions.

Is there a need to reintroduce a cap on discount on sum of a-la-carte channels forming part of bouquets while forming bouquets by broadcasters? If so, what should be appropriate methodology to work out the permissible discount? What should be value of such discount? In the present Regulatory framework, Broadcasters are permitted to offer promotional schemes on maximum retail price(s) per month of its a-la-carte pay channel(s).

Is there a need to review the cap on discount permissible to DPOs while forming the bouquet? If so, what should be appropriate methodology to work out the permissible discount? What should be value of such discount?

During the discussion with Distributors, they raised concern that though tariff order permits broadcaster to offer promotional scheme on MRP on its a-la-carte channels, but it does not allow DPOs

Q5. What other measures may be taken to ensure that unwanted channels are not pushed to the consumers?

Second option could be: Channels are arranged such as L1:G1, L1:G2, L1:G3..... L2:G1, L2:G2, L2:G3..... and so on. In this option, consumer who understands specific language is not required to move

all across the channelsto watch his own language channel, if want to watch GEC, News etc.

6. Do you think the number of bouquets being offered by broadcasters and DPOs to subscribers is too large? If so, should the limit on number of bouquets be prescribed on the basis of state, region, target? Representatives of DPOs mentioned that the present practice of placement of channels in EPG should be continued and reviewed after some time as any change in EPG at this point may cause inconvenience to subscribers and market?

7. What should be the methodology to limit number of bouquets which can be offered by broadcasters and DPOs?

Representatives of DPOs mentioned that the present practice of placement of channels in EPG should be continued and reviewed after some time as any change in EPG at this point may cause inconvenience to subscribers.

8. Do you agree that price of individual channels in a bouquet get hedged while opting for a bouquet by subscribers? If so, what corrective measures do you suggest?

The objective of such scheme is that consumers who are interested in one specific type of genre are not forced to move across all channels to get TV channel of his choice.

Q9. Does the ceiling of Rs. 19/- on MRP of a a-la-carte channel to be part of a bouquet need to be reviewed? If so, what should be the ceiling for the same and why?

As per the present regulatory framework, Every distributor of television channels is required to display all channels available on its platform in the electronic programme guide (EPG) and each channel should be listed under the respective genre of the channel as declared by the broadcaster and one channel shall appear at one place only

Q10. How well the consumer interests have been served by the provisions in the new regime which allows the Broadcasters/Distributors to offer bouquets to the subscribers? During the discussion it was also informed that long term subscriptions are more for attraction of the consumer and sometimes offer are like one/two month subscription free on long term pack etc,

Q11. How this provision has affected the ability and freedom of the subscribers to choose TV channels of their choice? During the discussion it was also informed that long term subscriptions are more for attraction of the consumer and sometimes offer are like one/two month subscription free on long term pack etc,

. Do you feel the provision permitting the broadcasters/Distributors to offer bouquets to subscribers be reviewed and how will that impact subscriber choice?

considered for long term subscription. Some members were of the view that recommending very short period may be misused by the service providers by giving heavy discount on long duration subscription.

Q13. How whole process of selection of channels by consumers can be simplified to facilitate easy, informed choice? considered for long term subscription. Some members were of the view that recommending very short period may be misused by the service providers by giving heavy discount on long duration subscription. I

Q16. Whether broadcasters may also be allowed to offer different MRP for a multi-home TV connection? If yes, is it technically feasible for broadcaster to identify multi TV connection home?

considered for long term subscription. Some members were of the view that recommending very short period may be misused by the service providers by giving heavy discount on long duration subscription.

Q17. Whether Distributors should be mandated to provide choice of channels for each TV separately in Multi TV connection home? no

Q18. How should a long term subscription be defined? To address this issue, a committee having industry representative was formed to deliberate on this issue too.

Q19. Is there a need to allow DPO to offer discounts on Long term subscriptions? To address this issue, a committee having industry representative was formed to deliberate on this issue too. If yes, should it be limited to NCF only or it could be on DRP also? Should any cap be prescribed while giving discount on long term subscriptions? To address this issue, a committee having industry representative was formed to deliberate on this issue too.

Q20. Whether Broadcasters also be allowed to offer discount on MRP for long term subscriptions?

TRAI has also received several complaints from subscribers on the discontinuation of the long term subscriptions by various service providers. Q21. Is the freedom of placement of channels on EPG available to DPOs being misused to ask for placement fees? If so, how this problem can be addressed particularly by regulating placement of channels on EPG? Q

22. How the channels should be listed in the Electronic Program Guide (EPG)? Q

23. Whether distributor should also be permitted to offer promotional schemes on NCF, DRP of the channels and bouquet of the channels?

Q24. In case distributors are to be permitted, what should be the maximum time period of such schemes? How much frequency should be allowed in a calendar year?

Q25. What safeguards should be provided so that consumers are not trapped under such schemes and their interests are protected?

. Whether DPOs should be allowed to have variable NCF for different regions? How the regions should be categorized for the purpose of NCF?

Q27. In view of the fact that DPOs are offering more FTA channels without any additional NCF, should the limit of one hundred channels in the prescribed NCF of Rs. 130/- to be increased? If so, how many channels should be permitted in the NCF cap of Rs 130/-

?Q28. Whether 25 DD mandatory channels be over and above the One hundred channels permitted in the NCF of Rs. 130/-?Q29. In case of Recommendation to be made to the MIB in this regard, what recommendations should be made for mandatory 25 channels so that purpose of the Government to ensure reachability of these channels to masses is also served without any additional burden on the consumers?

Q30. Stakeholders may also provide their comments on any other issue relevant to the present consultation.

. Representatives of MSOs mentioned that they are also willing to offer discount in NCF for 2nd TV onwards in a household.