

Charter VI

Issues for Consultation

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?

Comment:

30 channels. It should be different across states but same within cities.

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?

Comment:

**50% Entertainment & 25% each of Information & Education channels.
Composition of BST should be similar across 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?

Comment:

Rs125/- excluding taxes. Pricing could vary depending upon per-capita income of state

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?

Comment:

There should be a LINK between BST channels with the price. Popularity of channel could be a deciding factor.

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?

Comment:

Retail tariff should be determined and regulated by TRAI for a minimum period of 3 years from the date of sunset of analog cable TV.

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(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?

Comment: Pricing should be linked for a minimum period of 3 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?

Comment: Different ceiling for different genres*

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

Comment: No.

(d) Any other method you may like to suggest?

Interconnection in the Digital Addressable Cable TV Systems

6. Does any of the existing clauses of the Interconnection Regulations require modifications? If so, please mention the same with appropriate reasoning?

Comment:

7. Should the subscription revenue share between the MSO and LCO be determined by TRAI or should it be left to the negotiations between the two?

Comment:

Revenue sharing should be decided by MSO & LCO

8. If it is to be prescribed by TRAI what should be the revenue share? Should it be same for BST and rest of the offerings?

Comment:Revenue sharing between MSO & LCO in %of 70% & 30% It should be same for BST & rest of the offerings

9. Should the 'must carry' provision be mandated for the MSOs, operating in the DAS areas?

Comment:YES

10. In case the 'must carry' is mandated, what qualifying conditions should be attached when a broadcaster seeks access to the MSO network under the provision of 'must carry'?

11. In case the 'must carry' is mandated, what should be the manner in which an MSO should offer access of its network, for the carriage of TV channel, on nondiscriminatory terms to the broadcasters?

12. Should the carriage fee be regulated for the digital addressable cable TV systems in India? If yes, how should it be regulated?

Comment: YES. It should be regulated and fixed by TRAI

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13. Should the quantum of carriage fee be linked to some parameters? If so what are these parameters and how can they be linked to the carriage fee?

Comment: NO

14. Can a cap be placed on the quantum of carriage fee? If so, how should the cap be fixed?

Comment:

15. Should TRAI prescribe a standard interconnection agreement between service providers on similar lines as that for notified CAS areas with conditions as applicable for DAS areas? If yes, why?

Comment: YES for uniform policy implementation.

Quality of Service Standards for the Digital Addressable Cable TV System

16. Do you agree with the norms proposed for the Quality of Service and redressal of consumer grievances for the digital addressable cable TV systems? In case of disagreement, please give your proposed norms along with detailed justifications.

Comment: YES

17. Please specify any other norms/parameters you may like to add with the requisite justifications and proposed benchmarks.

Comment:

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?

Comment: MSO majorly along with LCO.

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.

Comment: Billing should be done by MSO collection by LCO

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

Comment: Pre-paid billing should also be introduced.

Miscellaneous Issues

Broadcasting of Advertisement free (ad-free) channels

21. Whether an ad-free channel is viable in the context of Indian television market?

Comment: It's a viable option.

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22. Should there be a separate prescription in respect of tariff for ad-free channels at both the wholesale and retail level?

Comment: YES

23. What should be the provisions in the interconnection regulations in respect of ad free channels?

Comment:

24. What should be the revenue sharing arrangement between the broadcasters and distributors in respect of ad-free channels?

Comment: 50% each

Non addressable digital Set top boxes

25. In case you have any view or comment on the non-addressable STBs, you may please provide the same with details.

Reference point for wholesale price post DAS implementation

26. Would there be an impact on the wholesale channel rates after the sunset date i.e. 31st Dec 2014, when the non-addressable systems would cease to exist? If so, what would be the impact?

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

Comment:

1. Delay in payment by consumer will attract penalty should be mentioned.
2. Disconnection of services in case of non-payment or legal course of action.
3. Support by MSO for making available STB to customer either one time purchase option of rental basis.
4. An online addressable portal along with ID & password for LCO to get updated on latest events and also to provide solutions on complaints if any.