

Information note to the Press (Press Release No. 39/ 2008)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

Tel No.: -011-23221509

Fax: -011-23220442

Email: -traicable@yahoo.co.in

Website: -www.trai.gov.in

Subject: Reference Interconnect Offers of broadcasters for Direct to Home (DTH) operators

New Delhi, 18th April, 2008 - The Telecom Regulatory Authority of India on the basis of interactive discussions with the broadcasters of pay channels in the context of rates and packaging of channels being offered by them for Direct To Home Platform has finalized the road map for speedy conclusion of interconnection agreement between the broadcasters and DTH licensees.

Provisions contained in sub-regulations 13.2A.1 and 13.2A.2 of regulation 13 of the Telecommunication (Broadcasting and Cable Services) Interconnection Regulation, 2004 (hereinafter "Interconnection Regulation"), as amended from time to time, require the broadcasters of pay channels to publish their Reference Interconnect Offers specifying the technical and commercial terms and conditions for interconnection for the Direct To Home Operators. The aforesaid regulation makes it compulsory for the broadcasters to offer their pay channels on a-la-carte basis, in addition to the bouquets, to the DTH operators.

During the course of the discussions referred to above with the broadcasters, a general consensus emerged on the composition of bouquets and pricing of a-la-carte channels and bouquets. The Broadcasters will offer the same

bouquets to the DTH operators as are being offered by them for non-CAS cable distribution. In addition, they are free to offer additional bouquets. The rates of bouquets and a-la-carte rates of pay channels so offered to the DTH operators will broadly be in consonance with the TDSAT's judgment dated 31st March, 2007 in petition no. 189(C) of 2006 and judgment dated 14th July, 2006 in petition no. 136(C) of 2006 wherein the rates were to be fifty per cent. of the rates at which these bouquets/ channels are being offered by them for non-CAS cable distribution i.e. non-addressable platform. All bouquet rates and the a-la-carte rates must satisfy the provisions of the afore-said Interconnection regulations.

The above will be without prejudice to the orders/ judgments of the Hon'ble TDSAT or any other court or competent judicial forum or subsisting proceedings, if any, before the Hon'ble TDSAT or subsisting proceedings, if any, before any other court or competent judicial forum.

The a-la-carte rates and bouquet rates of pay channels, as reported by the broadcasters for cable TV operations in non-CAS area have also been put up on the website of the Authority today. It is expected that the above will facilitate and expedite the conclusion of interconnection agreements among the broadcasters and DTH operators.

Authorised to issue: Principal Advisor (B&CS)

Contact Address in case of any clarification:

**R.N. Choubey,
Principal Advisor (B&CS),
Telecom Regulatory Authority of India,
Mahanagar Door Sanchar Bhawan,
Jawahar Lal Nehru Marg (Old Minto Road),
New Delhi - 110 002**