

Information note to the Press (Press Release No. 14/2013)

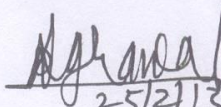
For immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI issues Directions to all the registered MSOs and their linked LCOs operating in notified DAS areas regarding implementation of Subscriber Management Systems.

New Delhi, 25th February, 2013:- TRAI has issued Directions to multi system operators (MSOs) and their linked local cable operators (LCOs), providing cable TV services in the notified Digital Addressable Cable TV Systems (DAS) areas, covered under the first phase of implementation of DAS, regarding implementation of Subscriber Management Systems.

2. DAS is being implemented across the country in a phased manner, with the first phase from 1st Nov. 2012 and the fourth and final phase completing by 31st Dec 2014. The first phase covers the four metro cities of Delhi, Mumbai, Chennai and Kolkata.
3. As per the Quality of Service (QoS) Regulations of TRAI, applicable for DAS areas, MSOs are required to establish a Subscriber Management System wherein all the details of the subscribers alongwith their choice of services (i.e. channels, bouquets etc.) are required to be maintained. This would bring in addressability and consequently, complete transparency in the whole system. This system enables the subscribers to exercise their choice of services and budget their bills accordingly and also facilitates the MSOs to effectively manage their accounting and billing of the services rendered.
4. It has come to the notice of TRAI that this feature has not been implemented effectively by many MSOs. Also in many of the cases LCOs have not provided the completed subscriber application forms to their linked MSOs. Thus, the real benefits of digitization are not reaching to the subscribers.
5. **TRAI has directed all the registered MSOs and their linked LCOs to ensure, in accordance with their mutually agreed roles, that the Subscriber Management System is made fully operational, as envisaged in the QoS regulations of TRAI.**
6. Full text of the Directions is available on the website of TRAI (www.trai.gov.in).


25/2/13
Rajeev Agrawal
Secretary, TRAI.