

BVCL POINTERS FOR TRAI CONSULTATION PAPER ON DISTRIBUTION OF TV CHANNELS FROM BROADCASTERS TO PLATFORM OPERATORS

- 1. We as a Broadcaster of FTA channels would prefer the authorized distribution agents don't change the composition of bouquet formed by the broadcaster while providing it to the distributors of TV channels.**
- 2. The authorized distribution agents should not bundle the bouquet of channels of a particular broadcaster with the bouquet of another broadcaster ,by doing so both the broadcasters can get a clear picture of their respective channels' availability in different distribution platforms which might get hampered if the authorized distributor tries to push bundled bouquets of two or more broadcasters together.**
- 3. Reference Interconnect Offer should not be published by the Authorized Distributor of a particular broadcaster and also the distributor should not enter into interconnection agreement with the distributor of TV channels in order to safeguard business dynamics of the broadcasters.**
- 4. Authorized distributors should abstain itself from bundling bouquets of channels for two or more broadcasters as this will safeguard the FTA channels from shelling out huge carriage money demanded by different distributors of TV channels in the pretext of space/bandwidth constraint for a particular genre zone in digital platform of MSO/DTH/distributors of TV channels.**