

Information note to the Press (Press Release No. 31/2010)

For Immediate release

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TRAI issues Tariff Order for addressable systems - DTH, HITS, IPTV and digital addressable Cable TV

New Delhi, 22nd July, 2010 - The Telecom Regulatory Authority of India (TRAI) issued, on 21st July 2010, the Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 for addressable systems.

2. The cable and satellite TV sector of the country is largely analog and non-addressable. The analog systems have capacity and quality constraints and cannot offer choice to the subscribers. The Authority is working actively to promote Digital Addressable systems so as to improve the quality of service to the consumers. The tariff order issued, on 21st July 2010, is in line with these efforts.

3. This tariff order covers all digital addressable systems such as DTH, HITS, IPTV, and digital addressable Cable TV. Under this order:

- The subscribers will have the advantage of choosing the channels they wish to see. Accordingly, the service providers have been mandated to provide pay channels on *a la carte* basis to subscribers, latest by 1st January 2011 in case of DTH operators (to give enough time to them to reconfigure their systems). The service providers have to publish the channel rates every three months.
- The retail tariff is under forbearance i.e. the service providers can fix the subscriber tariff. In case the service provider is fixing any minimum monthly subscription amount, the same cannot exceed Rs. 150.
- In an addressable system, there would be complete record of the subscribers opting for various channels. So, broadcasters have been mandated to make available TV Channels to distributors of addressable system (DTH, HITS, IPTV and digital addressable Cable TV) on *a la carte* and bouquets basis at a maximum of 35% of the corresponding rates for non-addressable cable TV services;

4. The order comes into effect from 1st September 2010. The full text of the tariff order is available on TRAI website www.trai.gov.in.

Contact Details in case of any clarifications:

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