

Information note to the Press (Press Release No. 07/2016)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI releases Consultation Paper on “Tariff issues related to TV services”

New Delhi, 29th January, 2016- The Telecom Regulatory Authority of India (TRAI) has today released the Consultation Paper on “Tariff issues related to TV services”.

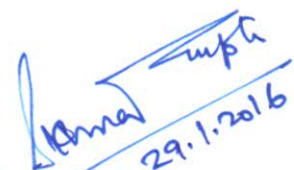
2. This consultation is an attempt to create an enabling environment for growth of the sector in the light of various developments related to technology, emergence of multiple distribution platforms, evolving business models, and enhanced addressability across platforms. The objectives of current consultation are:-

- i. To carry out a review of existing Tariff arrangements and developing a Comprehensive Tariff Structure for Addressable TV Distribution of “TV Broadcasting Services” across Digital Broadcasting Delivery Platforms (DTH/ Cable TV/ HITS/ IPTV) at wholesale and retail level.
- ii. To ensure that the tariff structure is simplified and rationalized so as to ensure transparency and equity across the value chain.
- iii. To ensure that subscribers have adequate choice in the broadcast TV services while they are also protected against irrational tariff structures and price hikes.
- iv. To encourage the investment in the TV sector
- v. To encourage production of good quality content across different genres.

3. Major issues covered in the consultation paper are:
- (a) Tariff models at wholesale and retail levels
 - (b) Channel pricing mechanism and methodologies
 - (c) Issues related to Niche Channels
 - (d) Pricing of High Definition (HD) channels
 - (e) Ease of channel or bouquet subscription
 - (f) Channel visibility on Electronic Program Guide (EPG)
 - (g) Pay-per-program viewing and tariff options
 - (h) Variants of channels
 - (i) Carriage, Placement and Marketing fees

4. Accordingly, the Consultation Paper on "Tariff issues related to TV services" has been issued by TRAI for seeking stakeholders' views on the above mentioned issues. Stakeholders are requested to offer their comments/ views latest by 4th March, 2016. Counter-comments, if any, may be submitted by 18th March, 2016. The comments and counter-comments may be sent, preferably in electronic form, on the e-mail: pradvbcs@traai.gov.in or umesh@traai.gov.in. For any clarification/information Mr. S. K. Gupta, Pr. Advisor (B&CS) may be contacted at Tel. No.: +91-11-23220018, Fax: +91-11-23220442. Comments and counter-comments will be posted on TRAI's website.

5. The full text of the Consultation Paper is available on TRAI's website www.traai.gov.in.


29.1.2016
(Sunil Kumar Gupta)
Secretary I/c