

**Information Note to the Press (Press Release No. 53/2016)**

**For immediate release**

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI releases consultation paper on “Issues related to Digital Terrestrial Broadcasting in India”**

**New Delhi, 24<sup>th</sup> June, 2016-** The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Issues related to Digital Terrestrial Broadcasting in India”.

2. Terrestrial television broadcasting is the traditional way of delivering TV channels to consumers. It has been the preferred method for public service broadcasting to provide free-to-air TV services to the people. Terrestrial TV broadcasting in India is under the exclusive domain of Doordarshan (Prasar Bharati), the Public Service Broadcaster and it is predominantly analog.

3. Analog terrestrial broadcasting is being phased out world over due to poor quality of service, inefficient use of spectrum and obsolescence of analog technologies. Digitization TV content production and advancement of technologies have enabled delivery multiple TV channels through alternate platform such as Digital Cable TV, DTH, HITS and IPTV. In digital era, the content and consumption devices are converging and consumers can access to multiple TV services on various devices such as Mobile phone and other handheld devices along with other services. Terrestrial viewers are deprived of such benefits due to continuation of analog broadcasting services.

4. Digital Terrestrial Transmission (DTT) is the efficient way of utilization of spectrum and it can provide multiple services such as TV channels, Mobile TV, Radio and other value added services. In order to exploit benefits of digitization several countries around the world have already switched off analog terrestrial TV broadcasting while many others are in the process of digitization as per the roadmaps laid down by them. In India, although the work for digitization of analog terrestrial transmission has already begun, a

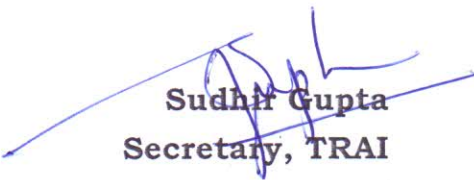
clear roadmap is required to be formulated to ensure an early migration to digital.

5. This Consultation Paper examines the existing terrestrial TV broadcasting scenario with an objective to evaluate the ongoing digitization efforts in the light of international practices adopted for such digital migration. The following are the broad objectives of the consultation:-

- i). To develop and suggest a road map for the transition to Digital terrestrial TV transmission/ Mobile TV transmission and also suggest the timelines for switching off the existing analogue transmission.
- ii). To examine probable models for implementation of DTT in the country keeping in view the availability of multiple TV distribution platforms
- iii). To examine the feasibility of participation of the private sector in the growth of Indian terrestrial broadcasting ecosystem
- iv). To broadly assess the spectrum utilization for existing and future digital terrestrial broadcasting services.

6. Full text of the consultation paper is available on TRAI website at [www.trai.gov.in](http://www.trai.gov.in)

7. Written comments on the consultation paper are invited from the stakeholders by 22<sup>nd</sup> July 2016. Counter comments, if any, may be submitted by 5<sup>th</sup> August 2016. Comments and counter comments will be posted on TRAI's website [www.trai.gov.in](http://www.trai.gov.in). The comments and counter comments may be sent, preferably in electronic form to, Prof. M. Kasim, Advisor (B&CS)-III, Telecom Regulatory Authority of India, on the e-mail: [mkasim@traigov.in](mailto:mkasim@traigov.in) or [ks.rejimon@nic.in](mailto:ks.rejimon@nic.in). For any clarification / information, Advisor (B&CS)-III may be contacted at Tel. No.: +91-11-23237922, Fax: +91-11-23220442.

  
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