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From: **RIS Bhardwaj** <[ris\\_bhardwaj@yahoo.co.in](mailto:ris_bhardwaj@yahoo.co.in)>

Date: Aug 16, 2019 9:43:48 AM

Subject: Comments- Draft 2nd Amendment dated 09.08.2019

To: "[arvind@trai.gov.in](mailto:arvind@trai.gov.in)" <[arvind@trai.gov.in](mailto:arvind@trai.gov.in)>, "[sumeet@trai.gov.in](mailto:sumeet@trai.gov.in)" <[sumeet@trai.gov.in](mailto:sumeet@trai.gov.in)>

Dear TRAI Team,

Kind Attention: Shri Arvind Kumar, Advisor (B&CS), TRAI

1. Thanks for initiating viewers friendly actions taken in the past. I, as a common citizen, am very happy that there is some team to address the issues, which are very relevant to each and every household. Thanks again.
2. This is regarding Draft (Second Amendment) issued on 9<sup>th</sup> August, 2019. You have very kindly invited the comments (and counter comments too) on the same. This initiative has once again strengthened my faith in TRAI.
3. I am giving you the details of my today's ordeal that is very relevant to the proposed Amendment. These may be construed as COMMENTS please.
  - (i) Today, on 15<sup>th</sup> August, 2019 I wanted to watch a movie on a certain channel. But I discovered that FREE channel is not subscribed by me. I wanted to add that channel before starting of the movie.
  - (ii) I tried to add it through TV remote, but failed. It showed that as per TRAI rules, this can be done through its web portal.
  - (iii) I then discovered that for the costly channels, there is option on the TV itself to activate that costly channel just by sending SMS. I am not aware whether that works or not. But why this discrimination?
  - (iv) Then, I tried to send a SMS to activate that free channel, but a message was received stating that "We are unable to process your package request, kindly call Tata Sky helpline... for further help". I then called on that helpline, but it directed to visit the web portal.



(v) And now at the web portal, the home page itself is itself ambiguous and deceptive. Instead of home page, I was directly re-directed to 'Add Pack',

(vi) I tried to go to "Manage Packs", but failed. (But that may be due to poor network connection, I hope so and hope that it was not intentional on the part of service provider). And now, instead of watching that movie I am writing this email.

4. Sir, a TV connection is as good as a Mobile connection. Therefore, could you kindly explore the feasibility of allowing both 'Subscribe/Add' and 'Unsubscribe/delete' through TV remote also.
5. These both options should also be enabled through Registered Mobile Number just by sending SMS.
6. The web portal of service providers for managing the packs/channels should be very transparent. Some days ago, I tried to modify it but it was very cumbersome and frustrating exercise.
7. "A-la-carte", whether this is understood by all the viewers. These service providers think that people who are not able to fully understand English can understand Latin. There are simple English words for this. Things can be made simpler just by simple methods.
8. At the web portal, if we want to modify the selected A-la-carte channels, then we have to again start from scratch. There should be option against each channel to select or de-select it. It would be much more user friendly.
9. The practice of offering bundled "Packs" should not be there, as it will slowly and eventually lead us to where we (and TRAI) started. This is a very serious and deceptive move by the service providers to go back to previous regime.

#### ADD-ON /COMPLIMENTARY SUGGESTION:

1. One more thing, I want to add (ASK)- Why, we the customers/viewers are compelled to watch the unwanted/nasty/ill-logical advertisements during our favourite programmes on paid channels. Why we are made to PAY to watch the advertisements on the PAID CHANNELS?

Actually, as a common citizen, it is understood that there should not be any advertisement on the paid channels. The advertisements can and should only be given on FTA channels. **PAY CHANNELS SHOULD BE AD FREE.**

Actually, if we go by the history, this practice started when there were only Doordarshn and Akashwani as source of entertainment. And they were free for all. Also, now we can see that there are some channels which are fully dedicated to 'marketing' that showcase and sell their products only and nothing else. No programme is aired on them (and we sometime watch them also).

Therefore, dear TRAI team, kindly consider this suggestion also that Pay Channels should be advertisement free.

If it is not feasible for the Service Providers to sustain their business model, then they can launch premium channels which are without advertisements. For example if we have a channel namely 'AA'. What we have now are (i) AA HD, (ii) AA & (iii) AA +1. There can be one more variant such as 'AA Premium' which can be Ad free.



2. Now that I have missed my movie, I want to utilise the time, and raise one more issue through a real life example:

My elderly mother, who is not using internet/smart phone/whatsapp etc. etc but at present she is using data pack on simple phone and just make 1-2 phone calls daily. Customers are indirectly forced/compelled through conduit coercive methods of service providers to buy data packs only.

What we have noticed that we get free unlimited calls and SMSs when we buy data pack. Why there is no option of opposite of this. Say unlimited data with Call time with some fair usage policy. Packs that are only 'Talk Time' are more expensive than data packs with free calls. The story is long..... and can be judged by spending some time.

Dear TRAI team, if you need more inputs/ on this issue, I will be happy to provide. But it is my request to put some of your interns (if you have any) on the work to dig out the issue, if you please.

With kindest regards for the work you all are doing.

*RIS Bhardwaj*  
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