

Skynet Digital Services Pvt Ltd.

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**Recommendation/ Suggestion/ Comments to TRAI for consultation paper no. Part 3rd SecIVth of
2013 Dated 06th Aug,
2013**

**By: Pawan Pandey/ Manoj
Gupta**

**(Direc
tor)**

**An Independent MSO of
Allahabad**

Dated:- 3th Sept 2013

The Advisor

Telecom Regulatory Authority of India

(TRAI) New Delhi – 110002

Sub: Recommendation/ suggestion on consultation paper on distribution of TV channels from broadcaster to platform operators.

I really honored the efforts taken by your team to simplify the distribution of channels from the broadcaster to the ground. First, this consultation paper is having a number of excellent subjects, we Skynet Digital Services Pvt. Ltd. wish to appreciate this process of TRAI, and after the days passing it became the necessity, It leads to an best way to provide better services to the customers.

However, we also wish to put some of our points as the recommendation to the Government on the above stated subject:

1. To appoint any authorized agent is not much necessary, coz it is very important to build the coordination between Broadcasters with MSOs. And to appoint any Authorized agent will create the communication gap between them. The broadcaster and authorized distribution agents will act on a principle-agent basis and, the authorized distribution agent shall act only as a division of the broadcaster.

2. It is also require for MSOs to have proper co-ordination with subscribers end to reduce their problems and to increase efficiency to achieve subscribers needs.

3.) A Fixed Sharing is prescribed where a fixed percentage of the a-la-carte price paid by the end-subscriber/consumer will be shared between the broadcaster and the other players in the supply chain

4. Subscribers are requiring full freedom to choose any of the channels through ala-carte

5. The price charged by the broadcaster from one player in the supply chain should be the same as charged from another player in the same sphere irrespective of the size, sub-scriber base, geographic location of the player etc.

Thanking
You

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Skynet Digital Services Pvt.
Ltd.