

15.12.2014

To,

Mr. Wasi Ahmad,

Advisor (B&CS),

Telecom Regulatory Authority of India,

Mahanagar Doordarshan Bhawan,

Jawahar Lal Nehru Marg, New Delhi-110002

From:

Dr. A.K. Rastogi

President, All India Aavishkar Dish Antenna Sangh,

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**Sub.: Comments/Views on draft Tariff Order for Telecommunication
(Broadcasting and Cable) Services (Seventh) (Non-addressable
Systems) Tariff Order, 2014 (draft)**

Dear Sir,

Hereby, Dr. A.K. Rastogi, President, All India Aavishkar Dish Antenna Sangh on behalf of Indian Broadcasting & CATV industry would like to submit the views/comments on the draft for your perusal and further necessary action at your end.

General Reply:

The choice of channels should be with the consumers only and in non das areas due to technological limitations billing, channels ala carte and other services is not possible. Furthermore, first the maximum retail price of the pay channels should be fixed by the broadcasters and regulated by the government in the interest of public at large.

Reply Point-wise:

1. **The draft tariff order is proposed for the cable TV services offered through non-addressable (analog) cable TV systems. The following are the salient features prescribed in the draft tariff order:**

- **Existing mechanism to continue to regulate wholesale tariff;**

Reply: No, till date the Maximum Retail Price of the channels are not decided by the broadcasters and regulated by government.



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- **Rates of new pay channels and the channels converted from fee-to-air (FTA) to pay, to be specified by the broadcasters following the existing similarity principle;**

Reply: No, till date the Maximum Retail Price of the channels are not decided by the broadcasters and regulated by government. Further, the process should be made more transparent and regulated by government.

- **Broadcasters to mandatory offer all their channels on a la carte basis, broadcasters are also free to offer bouquets in addition;**

Reply: Yes and consumers has to decide which channel they have to take. For Pay Channels it should be made mandatory to flash their M.R.P. on the screen itself. Furthermore, this cannot be applicable in Analog areas due to technological limitations.

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- **Revenue share between the operators to be decided on mutual negotiations;**

Reply: Yes, as per the mutual negotiations.

- **Operators, implementing digital addressable cable TV systems (DAS) before the notified cut-off dates, to be governed by the DAS regulatory regime;**

Reply: DAS license has to work as per the provisions of the DAS agreement, on the day it gets the license.

- **For regulating the retail tariff, three slabs along with rate ceilings have been prescribed, on pan-India basis. Slabs are based on the number of pay and FTA channels offered by an operator;**

Reply: No, same tariff should be made applicable PAN India like other consumer products etc. It is the consumer who has to decide what channel he has to take or not.

- **Operators to provide to the consumers, bills and receipts for payments for the subscribed cable TV services.**

Reply: Due to technological limitations it's not possible in Analog areas.

For All India Aavishkar Dish Antenna Sangh,



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