

Information Note to the Press [Press Release No. 4 /2019]

For Immediate Release

TELECOM REGULATORY AUTHORITY OF INDIA

Consumer choices in the New Regulatory Framework

New Delhi, 10th January, 2019: Telecom Regulatory Authority of India (TRAI), in March, 2017, notified the new regulatory framework for Broadcasting and Cable services. The framework¹ comprises of Interconnection Regulations 2017, Quality of Service & Consumer Protection Regulations 2017 and Tariff Order 2017.

2. All the timelines prescribed in the above-mentioned framework commenced from 3rd July 2018. The new regulatory framework has come into effect on 29th December 2018. However, keeping in view the consumer convenience and to provide sufficient time to the consumers for exercising the options the Authority provided time upto 31st January 2019.

3. Now it has been noticed that several broadcasters are advertising their channels in the form of bouquets only. However customer may note that they have option to choose channels on a-la-carte also. The maximum retail price (MRP) of a channel on a-la-carte can be viewed in the Electronic Programme Guide (EPG) or Menu of their TV screens. Distribution Platform Operator (DPO) such as cable operators, DTH operators may provide discount on the MRP displayed on the EPG.

4. Every DPO has been requested to run Consumer Information channel preferably on channel No. 999 wherein consumer related information including the prices of channels on a-la-carte and bouquets are made available.

¹ The new Regulations and Tariff Order can be accessed from TRAI Website at <https://traigov.in/release-publication/regulation>

5. Consumer has complete freedom to choose their desired 100 Standard Definition (SD) channels within the network capacity fee of maximum Rs.130/-. The desired channels could be in A-la-carte Free to Air channels or Pay channels or bouquet of pay channels or any combination thereof. The choice completely rests with the consumers.

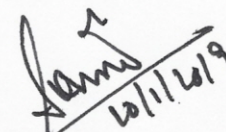
6. DPOs are providing various options to consumers to exercise their choice. These methods may include:

- a. Personal contact by Local Cable Operator
- b. Calling on Call Centre Number
- c. Using Mobile App or through DPO Website

7. Subscribers are requested to exercise their options well before 31st January 2019 to continue to view their favourite channels. Subscribers are also advised not to wait for the last minute to avoid any inconvenience.

8. In case any clarifications or details are required the following officers may be contacted:

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