

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI ushers in new era for TV viewers with effect from 1st February, 2019

New Delhi, 31st January, 2019: Telecom Regulatory Authority of India (TRAI), in March, 2017, notified the new regulatory framework for Broadcasting and Cable services, comprising of the (i) Telecommunication (Broadcasting and Cable) Services (Eighth)(Addressable Systems) Tariff Order, 2017, (ii) Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 and (iii) Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Subscriber Protection (Addressable Systems) Regulations, 2017. The framework was put into force vide press release no. 71/2018 dated 3rd July 2018 prescribing implementation schedule. Accordingly, all the timelines in the above-mentioned framework commenced from 3rd July 2018. As per the implementation schedule, all the service providers were required to complete all activities for migration to new framework by 28th December, 2018. However, to ensure a smooth migration and consumer convenience in exercising their options, the Authority provided time until 31st January 2019 vide its press release no. 127/2018 dated 28th December 2018.

2. The Authority held meetings with stakeholders such as broadcasters, MSOs, DTH operators, HITS operator from time to time latest being on 31.01.2019. All service providers have confirmed their readiness to migrate to new framework w.e.f 1st of February, 2019.

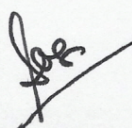


3. A large number of subscribers have already exercised options and their choices are recorded with the service providers. The service providers must process the request of subscribers on priority basis without causing any inconvenience to consumers. All the Broadcasters, on request by the Authority, have been running 'Ticker/ Scrol' messages since last few days to notify the TV viewers to exercise options to continue to view TV Channels of their choice.

4. There are subscribers who are yet to exercise their options. To safeguard their interests the Authority has directed the DPOs to formulate transition plan for smooth migration without putting them to any disadvantage. The Distribution Service Providers must continue to make all efforts to obtain consumer choice through various modes which may include (i) Mobile Apps; (ii) SMS; (iii) Website; and (iv) through direct personal contact or through their LCOs.

5. The Authority has received requests seeking clarification with regard to second or additional TV connections by a subscriber. The Authority clarifies that the regulations provide for a capping (maximum limit) of Rs. 130/- as the Network Capacity fee for 100 SD channels with slabs of additional 25 channels in capping @Rs. 20/-. The distributor can devise their own plans/tariff within these caps and the regulations do not prohibit offering of discounts or lower network capacity fee for second/additional connections. However, such discount shall be uniform in the target market area of respective distributor in compliance with the Regulations and Tariff Order.

6. Incidents have also been brought to the notice of the Authority that customers are being forced to opt for bouquets or predefined package without providing option to select pay or Free to Air channels on a-la-carte basis. In this regard it is clarified that customers are free to choose Free to Air channels and / or pay channels either on a-la-carte or in the form of bouquet or any combination thereof. In case any DTH / Cable Operator is insisting on predefined packages or bouquets without providing real choices,



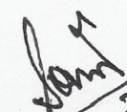
subscribers are requested to report the same at TRAI call centre 0120 - 6898689 or e-mail das@traigov.in .

7. It has been brought to notice of the Authority that the new Framework may not be implemented due to the stay granted by Hon'ble High Court of Kolkata. In this regards it is clarified that TRAI had filed an application in Hon'ble High Court of Kolkata requesting for vacation of stay. After hearing the matter Hon'ble High Court of Kolkata has kindly vacated the stay.

8. Subscribers who are yet to exercise their choice are requested to contact their service providers and register their choices without any further delay. Exercising option will enable you to continue to watch your favourite TV channels without any inconvenience. Distributors have been requested to plan the migration processes with no /least inconvenience whatsoever to their subscribers. Subscribers may note that the new regime empowers them to change their choices whenever they desire with maximum lock-in period of one month. The Subscribers can always request their DPOs to modify their selection even after choosing any package at present.

9. For any other clarifications or details of the new framework, the following officers may be contacted:

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- (b) Shri Arvind Kumar, Advisor - I/III (B&CS), TRAI at 011-23220209 or email at arvind@gov.in .


(S.K. GUPTA)
Secretary (TRAI)
31.1.2019