



सत्यमेव जयते

भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA
भारत सरकार /Government of India



F.No.21-4/2018-B&CS

Dated:- 27th December 2018

To

All the Service Providers
Broadcasting and Cable TV Services

Subject:- Implementation of New Regulatory Framework – Schedule of activities regarding

Sir/Madam,

TRAI notified a New Regulatory Framework in March 2017 to ensure orderly growth of the broadcasting and cable services sector after due consultation. The framework comprises of the following:

- i. The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017. [The Tariff Order 2017]
- ii. The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017. [The Interconnection Regulations 2017]
- iii. The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017. [The QoS Regulations 2017]

2. The said regulatory framework could not come into effect because of some pending litigations. Accordingly, all the timelines prescribed in the said framework commenced from 3rd July 2018 through a press release no. 71/2018 issued by TRAI. The prescribed due date for migration to new framework is 29th December 2018.

3. In order to have a smooth implementation of the new regulatory framework, TRAI held a series of meetings and consultations with all the stakeholders including Consumers Advocacy Groups (CAG) during last 4-6 weeks. A meeting of the Authority was also held on 19th December 2018 with the CEOs of major service providers in the broadcasting and cable services sector. The issue of smooth migration from the old to new regulatory framework was specifically discussed and deliberated upon. Subsequently, to assess the preparedness for migration, the Authority held another meeting on 27th December 2018 with all broadcasters and leading DPOs (DTH/MSO/HITS/IPTV). It emerged from the discussions that by and large, most of the stakeholders are ready for implementation of new regulatory framework. However, the progress in collection of choice of subscribers for migration to new regulations is slow. Industry representatives emphasized that there are about 150 million TV subscribers in the country. In order to make the subscribers aware about the new framework and to seek fresh choice of TV channels from all subscribers requires some more time and resources.


4. It was requested that in order to have a smooth transition of subscribers from old to new framework, across the country, some more time may be given. Emphasis was laid that migration to new regulatory framework need to be interruption free and smooth to minimize the inconvenience to the subscribers. Therefore, a migration plan was deliberated and agreed upon by all the participants.

5. Accordingly, all service providers are required to adhere to the following schedule of activities to ensure smooth transition of subscribers from old to new regulatory framework:

- All existing packs/plans/bouquets to the subscribers will continue uninterrupted till 31st January 2019.
- No service provider to disconnect any signal/feed to any MSO/LCO/subscriber till 31st January 2019, on the pretext of implementation of new regulatory framework.
- Inter-service provider commercial settlement to continue as per their inter-se agreements in-force prior to 29th December 2018 till 31st January 2019.
- DPOs to devise their own mechanism to reach out to all the subscribers and seek options from subscribers. Data pertaining to consumers' choice etc. should be maintained in such a manner that it is easily verifiable, and should be reported to TRAI from time to time.
- DPOs to migrate all the subscribers, who have exercised their choices, to new framework w.e.f. 1st February 2019.
- DPOs to adhere to following schedule for reaching out to the consumers:

Sl. No.	Activity	
1	Reach out to at least 30% of the average subscribers base by 7 th January 2019	This information should be reported to TRAI as per the format which will be prescribed separately
2	Reach out to at least 60% of the average subscribers base by 14 th January 2019	
3	Reach out to 100% of the average subscribers base by 21 st January 2019	

6. The service providers are also advised to strictly comply with various regulatory provisions contained in the Interconnection Regulations 2017, the QoS Regulations 2017 and the Tariff Order 2017 while implementing the above-mentioned schedule.


(Arvind Kumar)
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