

**Cable Tv Operators Mail Club**  
**India`s Most 1st popular Mail for cable operators.**  
**KEEP YOUR CITY CLEAN AND GREEN**

Dear Sir

Thank you very much for implementation of DAS and securing our business in the ground. To give enhanced service to the consumers as well to Make DAS success & betterment to the stake holders specific to the LCOs whose lively hood totally depends on the cable tv business, I would like to put forth my following suggestions / concerns for your kind consultation / implementation.

- All the Free to air channels to be published by TRAI and enforce MSOs to carry all FTA - Free To Air Channels.
- As the system followed in CAS regime TRAI should announce each pay channel rate @ 5.35/=.
- Subscribers are in confused stage with regard to the pay channels rate, hence two-tier rates to be declared which is (a) Low Subscription rate for channels carrying advertisement and making income through the advt. and other source. (b) Advertisements Free Channel, who plays only the content should be at affordable / nominal rate.
- TRAI also should study on the consumers of Cable TV, mostly they are from BPL – Below Poverty Line and LMC – Lower Middle Class segment for fixing the rates.
- TRAI should actively involve and review the business model on DAS implementation i.e. interaction sections with MSOs , LCOs , Broadcasters and other stake holders locally in each & every city on monthly basis until digitalisation gets streamlined.