

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI notifies tariff order for commercial subscribers**

**New Delhi, the 16<sup>th</sup> July 2014:-** After carrying out a *de novo* exercise, TRAI has today notified the tariff order (amendment) pertaining to commercial subscribers, subscribing to cable TV services.

2. The salient features of this tariff order are:

- The commercial establishments who do not specifically charge its clients/guests on account of providing/showing television programmes, and offer such services as part of amenities, are to be treated like ordinary subscribers, wherein the charges would be on per television basis;
- In cases where commercial establishments specifically charge its clients/guests on account of providing/showing television programmes, the tariff would be as mutually agreed between the broadcaster and the commercial subscriber;
- In all cases, the commercial subscriber to obtain television services, only from a distribution platform operator (MSO/DTH operator/Cable Operator/IPTV operator/HITS operator);

3. This tariff order (amendment) has been brought out as per the directions of the Hon'ble Supreme Court. It is expected that with the coming into force of these changes in the regulatory framework, the distribution of TV services to the commercial subscribers would be streamlined and the services would be available to them at competitive rates. It is also envisaged that it would balance the interests of all the stakeholders in the value chain and bring in complete transparency in the business transactions.

4. Full text of the notifications is available on TRAI website [www.trai.gov.in](http://www.trai.gov.in).

  
(Sudhir Gupta)  
Secretary, TRAI