

PRASAR BHARATI
India's Public Service Broadcaster

PRASAR BHARATI SECRETARIAT
Prasar Bharati House,
Copernicus Marg, New Delhi -110001

No. T-2/402(2)/2017-Tech (Pt.) / 1

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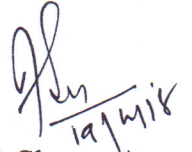
Subject: TRAI Consultation Paper – stakeholders' comments reg.

This has reference to the Consultation Paper (CP) released by TRAI on “**Issues related to Placing of Television Channels on Landing Page**”, seeking comments of stakeholders on the consultation issues raised therein.

In view of the aberrations related to use*of Landing page, outlined in the Consultation Paper, and to avoid any discriminatory benefit to a TV channel over other competing channels, Prasar Bharati is of the view that **no** television channel, whose TV ratings are released by rating agency(ies), should be allowed to be carried on the landing page of a platform distribution operator.

However, platform operators may be allowed to have landing page which they may use for commercial gains or otherwise for promotion of their platforms/ services offered through their platform/ customer information etc.

This issues with the approval of CEO, Prasar Bharati.



(Amit Sharma)
Dy. Director (Reg.)

Shri S. K. Gupta
Secretary, TRAI
Mahanagar Doorsanchar Bhawan,
Jawahar Lal Nehru Marg,
(Old Minto Road), New Delhi-110002.