



To: The Principal Adviser (B&CS)  
Telecom Regulatory Authority of India (TRAI)

Date: April 14, 2009

Dear Sir,

Sub: Carriage of Radio Channels by the DTH Operator  
Ref: Consultation Paper of 6<sup>th</sup> March 2009 on DTH issues relating to Tariff  
Regulation & New Issues.

WorldSpace appreciates the continuous efforts of the authority in addressing the various issues of concern for the telecom and allied sectors.

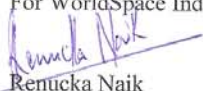
The carriage of radio channels by a DTH Operator should be permitted. As the consultation paper rightly states "it will provide radio content to the DTH subscriber as well". The customer in India like any other citizen of a developed nation now has the opportunity to access and experience a variety of content (audio-visual) over both traditional systems of distribution and the newer technologically advanced distribution systems such as IPTV, DTH, Internet, Cellular Mobile networks, etc. It simply means catering to a subscriber in more than one distribution format.

As stated in the consultation paper, the carriage of radio signals may not add any significant burden on the carrier capacity and transponder bandwidth. The service provider's decision on the content offering and other value added services is essentially driven by the needs of his customer.

Carriage of radio channels as part of DTH television service is also well accepted in most parts of the world, especially in the United States, Europe and Middle East where DTH TV services have reached a level of maturity several years ago.

The much awaited satellite radio policy under formulation already provides a resolution to some of the issues raised in this consultation process. It details a registration process for radio channels distributed via satellite. We suggest that only radio channels from those service providers who are approved by the competent authority to provide such service at a national level may be permitted to provide content to DTH operators in India, to ensure quality and adherence to the rules of the land.

Thanking You,  
For WorldSpace India Pvt. Ltd.

  
Renuka Naik  
Head Legal

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