

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI releases Pre-consultation paper on “Ease of Doing Business in Broadcasting Sector”

New Delhi, 19th April, 2017- The Telecom Regulatory Authority of India (TRAI) has today released a Pre-consultation paper on “Ease of Doing Business in the Broadcasting Sector”.

2. The Government has taken a series of measures to improve Ease of Doing Business in the country to create a business friendly environment for promoting India as a business destination. The prime focus on this initiative is to simplify and rationalise existing rules and procedures and introduce information technology to make governance more effective and efficient. The broadcasting sector in the country has witnessed an impressive growth over the years and has become one of the growing industries. The sector is poised for a paradigm change with the advancement of technology and innovations.

3. While a number of steps have already been taken in the broadcasting sector for ease of doing business, the Authority is of the view that this sector has immense potential to further move on higher trajectory of growth if more conducive business environment is created by simplifying the existing provisions of policy and regulatory framework related to broadcasting sector. The Authority feels that various procedures and processes for obtaining permission/licenses of various broadcasting services needs to be further simplified to the extent possible for the benefits of the broadcasting service providers. Therefore, it is important to identify the bottlenecks, obstacles or hindrances to do broadcasting business in India and thus requires regulatory interventions and improvements thereupon.

4. The pre-consultation paper aims to identify various issues relating to Ease of Doing Business in broadcasting sector. The comments of stakeholders are solicited for identification of likely issues in the matter before going for an elaborate consultation.

5. Written comments on the paper are invited from the stakeholders by 08.05.2017. The comments may be sent, preferably in electronic form to, Prof. M. Kasim, Advisor (B&CS)-III, Telecom Regulatory Authority of India, on the e-mail: mkasim@traigov.in or ks.rejimon@nic.in. For any clarification/information, Advisor (B&CS)-III may be contacted at Tel. No.: +91-11-23237922, Fax: +91-11-23220442. All comments received will be posted on TRAI's website www.traigov.in.



Sudhir Gupta
Secretary, TRAI