

Subject: **Fwd: Comments and suggestions to Consultation Paper dt.29-01-2016 on Tariff related issues in DAS**

To: Manoj Verma <manoj@traf.gov.in>

Cc: Shreya Jain <shreya@traf.gov.in>

Date: 03/05/16 05:00 PM

From: Group Captain Umesh Kumar <umesh@traf.gov.in>

----- Original Message -----

From: **asaa kerala** <asaakerala@gmail.com>

Date: Mar 4, 2016 6:17:25 PM

Subject: Comments and suggestions to Consultation Paper dt.29-01-2016 on Tariff related issues in DAS

To: pradvbcs@traf.gov.in, umesh@traf.gov.in

1) By 1st January 2017 portability of CPE (STB) should be implemented by TRAI.

This will bring about full freedom for the subscriber to chose his/her service provider without any additional financial burden.

2) Tariff for BST of 100 free to air (FTA) channels should be priced at Rs.150 (plus taxes) per month/per STB in DAS areas. BST must carry all the mandatory Doordharsan Cannels including Lok Sabha Channels. The increased rate of BST is to cover the inflation.

3)Minimum Pay TV Package (Start up) should be Rs.200 (plus taxes) The choice of the Pay channels should vest with the subscriber only. Broadcasters should offer their pay and FTA channels on 'a la carte basis'

4) Broadcasters should fix a uniform rate(RIO rate) of Rs.6 per pay channel/per month/per STB irrespective of the genre.The price for the subscriber should be Rs.12 ie.twice the RIO rate of the channel. In CAS areas, uniform rate of Rs.5.35 per one pay channel /per month/per STB is in place, and this is working well also.Rs.6 is suggested to compensate any inflation.

5) Sharing of Subscription revenue:

a) LCO (CO) shall pay Rs.10 as link or feed charges to the MSO on the BST price of Rs.150, as the MSO is downlinking the channels (unlike in CAS)

b)On pay channels,the revenue share between MSO:LCO should be 30%:70% on the subscription amount of each channel minus RIO rate of Rs.6. 70% share for LCO is demanded becuse they are not receiving any other income even though they are servicing the last mile customers which require capital as well as running costs for maintaining the network. MSO is getting other revenues like carriage fee,placement charges, advertisement charges from thier own channels,income from internet,etc.(Almost all MSOs are rich Corporates also)

c) 20% share on subscription of all 'add on' services should be given to the LCO

6)Bills raised by the MSO should show the Name and address of the LCO also,alongwith contact numbers.

7) Few MSOs are working as LCOs also,drectly to the customers through agencies who are doing the collection of Subscription,marketing activities, customer care,TV tuning and attending minor complaints of the subscribers,etc.The agencies should be paid 20 % of subscripton less taxes.

Dr.A.K.Jose - General Secretary

Asianet Satcom Associates Association (ASAA)

(ASAA is a registered Association of LCOs, Associates (Licensees)

and Agencies of Asianet Satellite Communications Ltd,Trivandrum-Kerala)

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Your Attitude, not your Aptitude, will determine your Altitude - Zig Ziglar