

Subject: **Fwd: "The Basic Fundamental Principal of Tariff Structure in pay Tv broadcasting"**

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

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

Date: 04/07/16 04:25 PM

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

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

From: **Sanu MUSTAFEE** <sanudgp@gmail.com>

Date: Apr 7, 2016 2:04:02 PM

Subject: "The Basic Fundamental Principal of Tariff Structure in pay Tv broadcasting"

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

Cc: Vikki Choudhry <vik@homecable.tv>, vikki@homedigital.tv

Dear Sir,

Myself, SWAPNENDU MUSTAFEE of AKASHTORI INFOCOM SERVICES PVT. LTD. DURGAPUR, West Bengal, a small MSO licence holder of a subarban city of West Bengal do hereby try to put my points on this issue.

1. MRP of the channels should be fixed, by which end users can opt the channels according to merit & price. Not the wholesale price on a lumpsum basis. Then only the actual outcome of digitisation will come into effect that "the market force can decide the outcome".
2. Must provide & must carry of contents should be followed in all level & end users will be able to decide what to see & pay for & what not. Which was the actual motto of digitisation.
3. Revenue share of all stake holders should be prefixed, by virtue of which no one will be deprived & as a result no one will have any doubt & the entire process will speed up.
4. Carriage fees, a very important issue of the analog era is still in existence. MSOs should announce their Carriage rates per STB basis. This will create a transparent ambience by virtue of which carriage fees should not be an entry barrier for quality productions.

Hope these will create transparency in the entire system & consumers will get their worth for the money spent, same service viewed will be at an unique price, not that a neighbouring viewer views at an higher rate without his fault due to the buing cost of his service provider is high.

A transparent system will also invite foreign investment for this huge industry which will result a lot of Value addition & allied quality services in near future.

Every stake holders will be confident about the process & give their hundred percent to make it a grand success.

Also it will fulfill PMs digital India initiative in proper manner.

Regards,

SWAPNENDU MUSTAFEE

General Secretary,

Association of DURGAPUR Cable Operators.

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Group Captain Umesh Kumar

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