

Comments on  
Consultation Paper on Issue Related to  
Placing of Television Channel on Landing  
Page  
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From  
DDC CATV Network Pvt. Ltd.

1. No, it's a simple practice of marketing and promotion of the product/channel as per the law of the land every product manufacturers has the right to promote advertise and market its product in the best possible way.
2. Yes the concept of landing page must be defined, as per our suggestion, DPOs' should have right to make the provision for the landing page on their network to provide the network /content information/channel promotion to their subscribers. DPOs' should continue the current practice of landing page by defining the particular channel as default channel of the network without any pre-defined duration for such channel.
3. The frame work may be defined but landing channel must be allowed in all the scenarios, as it generates certain revenue for the DPOs' and in certain cases it is also informative and useful for the subscribers. Any practice of disallowing landing page at DPO network is against the freedom and economics of the business, it is similar to the self-space a product marketing/manufacturer company demands from the retailer to promote its products. In India the retailers/ multi brand retailers have right to use their front shelf space as per their discretion same should be applicable for DPOs' also.
4. No Comments.
5. Placing of the Channel as a landing page only creates awareness of the channel and it depends upon the viewer if he chooses to watch this channel. And landing channel in itself has no impact on the TV ratings. It is only for channel awareness.

6. All the channels/vendor should be allowed to opt for the landing page at the DPO network, consideration for the sale is subject to the negotiations between the respective DPO and the Broadcaster/channel/vendor.
7. There is no need to change the methodology of channel ratings as mainly the ratings are dependent upon the consumer viewing and he/ she has the choice to change the channel with in 5 or less seconds.
8. Not advisable as the last visited page has no relevance at the restart of the TV. It will have adverse impact on the business economics and freedom of design the DPOs' business.
9. All the channels should have equal rights to be allowed to opt for the landing page weather the channel is TRP metered or not. Since the time spent on the landing page is at the will of the consumer/viewer and if consumer doesn't want to watch the channel he/she has full freedom and will to change the channel.
10. Landing page should be allowed without any predefined duration.

#### Suggestions:

TRP is a mechanism, developed by the broadcaster and the advertisement agencies to use as a tool to negotiate their advertisement revenue deals. In the arrangement DPO only facilitate channels to the subscribers through its infrastructure and DPO acts as a trader/agent of the broadcasters as per TRAI guidelines, without having any share in the advertisement revenue. So, the issue of TRP rating is irrelevant for the DPOs' at this stage until and unless there is a mechanism of advertisement revenue sharing between the broadcaster and the DPO.

TRP ratings of any channel doesn't reflects any incentive or penalty from the Government of India as License fee is universal for all the channels of the respective genre. It also doesn't have any effect on the consumer.

Besides this the advertisement code as per the Cable TV Act is not honoured by the broadcasters and is still pending in the courts of Law. This is the major concern of the consumers which ash been ignored for years.