

RESPONSE OF ODISHA TELEVISION LIMITED

(Issues related to Placing of Television Channel on Landing Page)

Q1. Do you feel that emerging concept of placing TV channel on landing page can influence TRP ratings? Suggest the action which may address the issue with justification.

Comments

Landing page will influence rating, going by the present mechanism of rating by BARC. As and when any one switch on TV, it takes an average time of 43 seconds to arrive at desired programme or the channel, thus potentially adding to the landing page's viewership.

Therefore no permitted satellite TV channels or any other channel should be permitted on landing page.

Q2. Should concept of landing page be defined? If so, please suggest the definition of the landing page with justification.

Comments- Landing page may be defined as:

“ Landing page is that part of a satellite TV channel or any other channel which occurs on medium of viewing screen whenever either the medium is switched on directly from a source or from an intermediary device eg STB either manually or through remote.”

Q3. Will defining Framework for placing TV channels on landing page affect the present business model of distributors? If so ,will it be considered impacting the freedom to do business by distributors of TV channels? Give your suggestions with justification.

Comments- No, Present business model of distributors will not be affected. Rather it will affect the broadcaster. Landing page can be used by the Distributors for promotional avenues and as information to customers.

Q4. Is landing page a natural choice of consumer while viewing TV channels? If not, why should channels, whose TV ratings are released by TV rating agency, be placed on landing page? Give your comments with justifications.

Comments:

Such practice captures viewership impressions, which are not due to natural choice of consumers, therefore susceptible to show higher television rating to the channel involved in such practice.

Q5. Whether placing of a TV channel on landing page increases television ratings? If yes, why TV Channels, whose TV ratings are released by TV rating agency, should not be barred from being placed on landing page? If no, why broadcasters are eager to place their channels on landing page? Give your suggestions with justification.

Comments

Yes, use of landing page has the potential to affect the viewership data of that channel. Satellite TV channels should be barred themselves on landing page. By doing this apart from viewership, also force others to follow suit thus eventually triggering a bidding war.

Q6. What should be the criteria/consideration to put a TV channels on landing page? Give your suggestion with justification.

Comments:

We are not in favour of placing any channel on landing page.

Q7. Do you think the influence, if any, in television ratings by placing of TV channels on landing page can be mitigated through changes in measurement methodology of television ratings? Give your suggestions with justifications?

Comments

We are not in favour of placing any channel on landing page. And it is also against the spirit of regulation of non-discrimination.

Q8. Please comment on the feasibility to implement user's 'last visited page' as landing page in distributors' network?

Comments

If this is the case, in most of the case Male driven channels would come on landing page (may be News, Sports, and Movie etc). But anyway there will be a spike in viewership for last visit channel which again give false viewership data which creates market distortions. Different age group, different gender factor along with different time zone preference for channel will defeat the purpose of proper measurement. Hence no landing page for any channel.

Q9. Should the landing page be used to place TV channels not having TRP rating or only to provide platform specific information? Give suggestions with justification.

Comments

The landing page should be used for providing information to consumers and promotion of its distribution platforms. The landing page should not be allowed even for non measured channels. The customers need to have absolute freedom for his/her own choice of content.

Q10. Any other suggestions/comments related to the issue under consideration?

Comments

Presently large distributors are carrying their signal pan India and/or in different states. These signals are uniform across the operational areas without much differentiation region wise. The economic power of national channel is much higher in comparison to regional channels.

Landing page provision will clearly be discriminatory to regional channels whose demand are much than the national broadcasters in that particular region. Non natural rating from a market will contradict the theory of LEVEL PLAYING FIELD.

For a better eco system LANDING PAGE should be out of the system

With Regards,

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