

From: **Purushotham Padma** <padma.purushotham@gmail.com>
Date: Oct 24, 2016 12:28:09 AM
Subject: Comments on draft Telecommunication (B&CS) tariff order 2016
To: pradvbcs@traigov.in, vk.agarwal@traigov.in

Dear Sir

Please find my comments with clarification wherever required, on draft Telecommunication (B&CS) tariff order 2016 for which a consultation paper was put up by TRAI

Item 3 : The MRP of a pay channel should be uniform across all distribution platforms in a geography, except for IPTV for which pricing should be half of the pricing on other platforms. As IPTV has an additional cost of broadband charges in addition to other platforms, uniform pricing would destroy the IPTV segment even before it gains a reasonable viewership., which as of now is not at all popular.

ii) Alacarte basis should be applied for both channels and bouquets also so that customer can choose a combination of both if they desire for which an online login based check box selection system with cumulative price should be made mandatory for customer to exercise choice truly. Further bouquets of channels should be made of channels from same genre and same language invariably., except for bouquets of regional language channels where multiple genres could be allowed.

iii) The concept of free regional packs on subscription to basic packs should be continued to be allowed. However differentiation in pricing of regional packs for local geography and other geographies should not be allowed. A regional pack in Kannada or Telugu or Tamil should have same pricing for all irrespective of geographies

iv) There should not be any kind of extra charges like HD viewing/ access / recording charges etc. as MRP are inclusive of all such extras.

v) As and when a new channel is introduced by distributor the channel should be offered for preview free of charge for a period of 2-4 weeks for both ala-carte and bouquet pack subscribers, before it is made a pay channel and a message should reflect the same on home page screen . Every channel including premium channels and bouquets should invariably be offered on a-la-carte basis with a maximum lock-in period of 30 days except for premium channels which should be offered on daily rate basis for all categories of subscription.

vi) DISCOUNTS on LONG TERM packs should not be allowed, as pricing element vis-à-vis ala-carte channels has already been decided at min. 85% of stand alone channel prices included in a bouquet . However to provide incentive for advance cash flows to the distributors, discounts on higher value recharge amounts or extra credit balances on recharge etc could be allowed.

Thank You

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