

Fwd: Consultation Paper: A suggestion

1 message

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To: Vinay Yadav <vinay.yadav0512@gmail.com>

Fri, Feb 8, 2019 at 12:38 PM

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

From: **Raj Kumar Garg** <myemail1454@gmail.com>

Date: Feb 7, 2019 5:18:42 PM

Subject: Consultation Paper: A suggestion

To: arvind@traf.gov.in, vk.agarwal@traf.gov.in

Ref: Review of Television Audience Measurement and Ratings in India- Press Release 9/2019

Dear Sir,

A paradigm shift has been initiated by TRAI, vide establishment of new regime for viewers of Television through new set of TARIFF RULES for DTH & CABLE TV, service providers.

The intent to provide quality services to Customers, in cost effective manner with minimum grievances of Customers, has been central to this paradigm shift.

This has been appreciated nation wide by users of this sector.

In the context, in order to place appropriate system to address issues of Customers/Users of Services with their respective Service Providers, which too can be one of the measuring parameter on predefined scale for determining the Television Audience Ratings, following suggestion is made by me for your kind perusal and considerations:

1. A system should be placed vide which each Service Provider should provide a Customer Platform on its portal, where each registered user can post its feedback or its grievance for Service Providers to address.

2. Each issue / feedback posted by the user shall be provided with a unique sl no for tracking & monitoring.

3. The service provider, vide above said platform, shall specify & post their measures taken for resolution of the issues of the User concerned & its Action Taken Report (ATR).

4. Each user should also be able to see the other users' issues/feedback too, posted on the Customer Platform of its portal.

5. An appropriate measuring system should be placed to covert total no of issues posted / resolved, within minimum time period, on above platform into appropriate TRP rating.

6. TRAI on its portal can provide a complete list of all Service Providers with links of Customer Platform of each Service Providers, so as to:

i/ enable TARI to monitor performances of each service providers

ii/ to enable each user to visit Customer Platform of its Service Providers from the TRAI portal too.

iii/ For TRAI to review ATRs posted by Service Providers & to place its comments/ intervention, if considered necessary.

7. TRAI should publish TRP ratings of each service providers on its portal periodically.

Thanks n regards

R K Garg
Ranchi

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