

Subject: **Suggestions**

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

Date: 08/19/19 03:29 PM

From: Abhiraj Arora <1717abhirajarora@gmail.com>

---

With reference to consultation paper regarding tariff regime for tv channels and new framework , following suggestions should be implemented to solve major issues -

1. NCF has become a big problem for middle class persons. There was a time when there was no NCF and distributor charges Rs. 99 for their basic service pack only including all taxes. But with the implementation of new tariff regime, subscriber bills have risen due to heavy burden of NCF. So NCF should be reduced from Rs. 130 to Rs. 70 per subscriber, for each single connection. Multi tv subscribers should also pay Rs 50 per tv set at their home.
2. A la carte price of each channel should be reduced from Rs. 19 to Rs. 12 . Cap of Rs 19 must be reduced to Rs. 12 so that subscriber can happily choose a la carte channels than bouquets.
3. No. of Bouquets should be reduced. Broadcasters must be clearly instructed that they cannot offer more than 8 bouquets of their channels. DPOs should also be instructed to follow same pattern. No service provider should provide more than 8 bouquets. It means each broadcaster will offer maximum 8 bouquets and each service provider will also offer 8 bouquets of bundling different channels according to genres or languages.
4. HD channel should be priced maximum at Rs. 12 and SD should be priced at Rs. 10.
5. All HD channels should be displayed first in EPG then all SD channels according to genres should be displayed in EPG.
6. DPOs should be clearly instructed that they do not offer more than 100 channels in NCF Rs. 70. No complimentary channel should be offered more than this limit.
7. DD channels should be a part of 100 free channels.
8. 5% discount should be allowed to a subscriber if he opts long term subscription pack.
9. Multi tv homes should give Rs. 40 only as NCF. Channel prices should also be same for them.

Summary-

Reduce NCF to Rs 70 and a la carte price per channel to Rs 12.

I hope I have given suggestions on all major issues.

With Regards,  
Abhiraj Arora.