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Subject:

To: vk.agarwal@traf.gov.in, Pradvcs@traf.gov.in, das@traf.gov.in

The Chairman
Telecom Regulatory Authority of India
New Delhi

Dear Sir,

Subject: Response to Draft Telecommunication (Broadcasting and Cable Services) (Eighth) (Addressable Systems) Tariff Order, 2016

The decision of Telecom Regulatory Authority of India (TRAI) inviting views and suggestions from the consumers is a welcome step. With economic liberation and privatisation the Government of India has been quite conscious to safeguard the interest of the consumer. Hence, there has been formation of various regulatory bodies.

But in the case of Cable TV digitization there has not received any benefit so far. On the contrary after the digitization on an average a consumer has to pay Rs.300 per month which was earlier Rs.100 per month.

While digitizing the Cable TV it was proposed that the consumer shall have the right to choose the channels and pay only for the channels of his/her choice. On ground nothing has changed so far.

The consumer should also know that how many channels are free to air and how many are payable. It needs urgent attention of the Authority keeping in view the interest of the consumer.

Cable TV has the largest number of consumers / viewers. It is a great means of knowledge, information, education and entertainment. The policy of the Government should be that the benefits of Cable TV should reach the common man at a very low cost.

In view of the above I have the following submissions for consideration of the Authority:

Pay channels are earning huge amounts through advertisements. Therefore, such channels should be available to consumer free of charges. The consumer should pay only for those channels which are free of advertisement. The advertisement is an encroachment on the time of the consumer.

Many broadcasters have set up multiple of channels and they are again broadcasting their old programmes and also charging the consumers for such repetitive actions. The multiplicity of the channels should be completely banned.

Since digitization of Cable TV there has been an unprecedented growth in this sector. On an average a household has paid for two set-top boxes and besides their maintenance Rs.300 per month per set is being paid. Therefore my humble request is that the consumer's financial burden should be lowered and not enhanced at any cost.

Hope the suggestion will receive due consideration of the Authority.

Thanking you,
Manish sehgal
Alert cable TV Network
Agra
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