

From: Blue star cable <bluestarcable9@gmail.com>

Date: 23 September 2019 at 11:25:27 AM IST

To: arvind@traf.gov.in

Subject: Tarrif issue for cable service

Questions 30 reply-

Sir

With reference to the comments required from the stakeholders As would like to bring to your notice as to why the new traffif regmine/order is a flop show is due to unplanned revenue sharing model and high mrp and package rates from mso and broadcaster side. I would like to ask a question that on what grounds new traffif order allowed broadcaster to have 80% of revenue sharing from us lco's the rest 20 with mso being only 10percent maximum left with us. Mso being on the upper hand they have only provided 7 percentage to us of the subscription received. Now you that lco have much running expenses to meet its cable tv transmission demands and what we are getting now is 7 percentage only in this 7 percentage then will give salaries ,wire, electricity,shop rent ,taxes, miscellaneous, and if a small amount is left with us then we owners lco takes it to home which is nothing but single penny. We have planted this small tree back in 90's now this tree is big enough by our hard work And we aren't getting any thing . Due to our system installed at our end and other small headend installed locally and customer end then and only these broadcaster channels and carried on our wires to customer tv . You should see to yourself who is a contender for getting 100% of the ncf because its only our Networking line which is layed all over the area and we are not getting good amount of ncf the mso keeps it like a gangster. The turnover of mso and broadcaster has gone up tremendously due to high package rates and sharing demands from that side is 90% they deduct from us . Customer view point is this that earlier in rs 250 all channels we given to them as our revenue sharing was also ok to us and now they are paying rs400 still some of the big big channels are not coming . Customer are dissatisfied with this new traiff order they say that they are being looted by the government favourable order on side of broadcaster this allowed broadcaster to earn more from its channels.

If 100 percent ncf is given only to lco side and rest 55:45 to between us and mso/broadcaster then we will be able to give discounts to our customers automatically customer will start their tv 2nd & 3rd tv subscription as he is happy when he receives discount from us.

Our livelihood depends on this sharing model as we only this amount on the other hands MSO And broadcaster receive CARRIAGE FEES, PLACEMENT FEES, ADVERTISING SUBSCRIPTION FESS, MONEY RAISED IN SHARE MARKET ,STB SELLING/RENT FEES ETC PLUS THE REVENUE FROM SUBSCRIBERS COLLECTED BY US FR OUR CUSTOMER GIVEN TO THEM THEM (MSO& BROADCASTER)

AND WHAT WE GET IS THE REVENUE LEFT WITH US WHICH I ALREADY EXPLAINED ABOVE .

IF 100% NCF CANNOT BE SHARED THEN ABOVE MENTIONED FEES SHOULD ALSO BE SHARED WITH US WHICH SHOULD BE ALLOWED IN NEW TARIFF ORDER AS ITS ULTIMATELY US WHO CARRY THEIR CHANNELS ON OUR NETWORK AND 24HRS SERVICES FROM OUR SIDE WHEN WIRES GET BROKE ITS WE ON OUR EXPENSES GET IT FIXED THEN AGAIN THE SIGNALS GET RESTORED .

80 PERCENT GIVEN TO BROADCASTER IS TO MUCH AND ON WHAT GROUNDS IS YOU OLEASE KINDLY EXPLAIN . EARLIER MSO WAS TAKING 125/STB FROM US FOR ALL CHANNELS NOW THEY ARE TAKING 250RS /STB FROM US CUSTOMERS ARE ARGUING WITH US THEY SAY WE ARE BEING LOOTED IN RS400-700

Kindly do the needful to make the new traffif order a success and give us what we need in order to make people of india satisfied witj trai new traiff order a success.

Thanks
Jayant chadha
Bluestarcable
9871118438