CII

Confederation of Indian Industry

CII Recommendations

Draft (Second Amendment)
to
The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations 2017

CII recommends a regulation that would bring ease for consumers to pick and choose channels they would want to watch, and a refined tariff ecosystem that would allow them to pick a la carte channels of their choice; rather than a forced approach to pick channels that they may not want to subscribe to. Consumers should be end beneficiaries as they are the main drivers of the sector growth.

CII advocates for a light touch regulation that aims to protect the interest of consumers who are the main drivers of the growth of the broadcast medium in the country.

Several stakeholders from our industry supports & root for a light touch regulation.

However, there hasn't been consensus of "one voice" emanating from the industry on the Consultation Paper (issued by TRAI on the date - 09th August 2019).

The broadcast industry stakeholders have maintained that over a period time, things have started falling in place and the sector is witnessing encouraging signs of growth. Given that the system was implemented six months ago, the sector representatives are of the opinion that it is not an opportune time to start a fresh consultation process or to bring in amendments when the consumers are only just familiarized themselves with the new regime.

The Industry requests TRAI to consider the current economic situations and prescribe regulations that will not impact the industry severely and in the process – 'the ease of doing business.'

Additionally, CII requests TRAI to kindly consider the current hardships of the broadcast stakeholders and give more time to stakeholders before further amending the broadcasting regulations.

CII will be most happy to work with TRAI in bringing broadcasters and other stakeholders in a single platform and deliberate issues impacting the sector with relation to the new tariff regime.

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