

Subject: **Tariff related issues for Cable Tv _ Comments**
To: arvind@traf.gov.in, vk.agarwal@traf.gov.in

Date: 09/14/19 12:41 PM
From: sujit u <sujitsjh@gmail.com>

Respected Sir,

I would like to provide my **comments on the tariff related issues** as an LCO, based on the ground reality of situation faced by the customers .

As LCO s are the point of contact between the customers and the TV industry our comments will be helpful, if taken into consideration.

1. Most or 80% of the customers prefer to make payment and selection of channels offline. even when provided with apps or online services by MSO's for online payment and selection of channels.

Hence Selection of channels on a la carte basis or bouquets by LCO's on behalf of every customer as per their needs is a lot time consuming and there is an expense incurred to provide the necessary infrastructure to attend to the needs of every customer on a monthly basis to make changes to their selected list of channels.

This additional provision or infrastructure is almost impossible to be provided by the LCO s with the revenue share entitled to the LCO s currently.

As this adds to extra responsibilities and expenses apart from expenses on maintaining of last mile connectivity and timely collection of payments from customers.

Hence, we request to propose to **increase the revenue share of LCO s** in the supply chain to sustain and to **provide good quality of services to customers.**

2. The price caps of individual channels which is Rs.19 becomes very expensive if the customer chooses to go by the NTO idea of choosing only what they want to watch, as most important channels come down to Rs. 19 per channel. Hence they prefer to choose **bouquets which is less expensive.**

3. Customers are happy to select bouquets as they get more number of channels and also it is less time consuming and less confusing to select bouquets, than a la carte choice of channels. As different people in a house would watch different channels which is difficult to select on a la carte basis at once.

4. There should be **directions / restrictions on streaming of TV channels through online based apps / OTT platform** which is providing a **non level playing field** and unhealthy competition to the TV market. As customers start watching online, going away from cable TV or DTH to get inexpensive bills. Which was not the case before implementing NTO.

5. The **FTA channels** provided by the National MSO s are **as per the benefits of MSO.** which may be based on MSO s receiving commissions from broadcasters to telecast their own fta channels. New smaller MSO s have to be encouraged so that this type of dealings doesn't happen between broadcasters and National MSO s. Which leads to customer

6. If a cap is introduced on discounts on Bouquets, it will result in **increase in the prices of Bouquets as well.** The middle class society will have to bear the expensive costs as the broadcasters would not reduce the prices further, as expected earlier during the NTO was introduced.

7. This NTO implementation can be considered a success only if a customer ends up paying less bills as compared to before implementation of NTO which is almost impossible to achieve due to the **prices** charged by the broadcasters which is very **unlikely to come down,** even after **months of waiting by customers.** The **high prices charged by broadcasters** is the root cause of the issue.

There are many more facts which is available over the Internet on the **analysis and research** of the **NTO post effects** in which it clearly shows **60 % of subscribers are paying more and are not benefited**, which is a transparent evidence.

Whatever it is **LCO s** were the victims of **loosing at least 20% of the connections** either to DTH or disconnection of cable tv. As the MSO s servers were not responding to the changes incorporated in the system during the implementation phase which led to blackout of TV Channels for days, for no any mistake on LCO s side, and running out of business is the gift given to LCO s due to the NTO effects. No action were taken on these issues.

If really these rules / plans were made for the customers to be benefited and a level playing field to be established then these factors are to be considered immediate before coming up with a decision.

our Sincere request, please don't disrupt or create confusion in the TV market again coming up with unrealistic ideas and burdening the customers and LCO s. We appreciate TRAI's efforts to make the customers benefited and would like to support to the very cause as an LCO.

Thanks,
Cable TV Association,
Bangalore - 560001
Ph: 7829770436

