

Dated: 15/11/2016

Written comments / Suggestions from
DDC CATV Network Pvt Ltd
Office No. 2, First Floor, LSC, Uday Park
New Delhi 110049.

Consultation on the draft Telecommunication (Broadcasting and Cable Services) (Eighth)
(Addressable Systems) Tariff Order, 2016

Part II

TARIFF

Page 7 Regulation 3 Sub Regulation b Para 3:

There should be one price across whole country and not different price rates with respect to different geographical regions.

We propose the spirit of One India, One Country, and One Price should prevail and wherever geographical differentiation is mentioned should be appropriately replaced with such a spirit.

Page 8 Regulation 3 Sub Regulation 5:

Instead of six months, we propose that it should be two years.

Page 8 Regulation 3 Sub Regulation 6:

We propose it should be 2 years instead of six months.

Page 8 Regulation 4:

There should be more additions in the categories of Genre list such as Music, Regional, and International etc.

Page 9 Regulation 4 Sub Regulation 2:

We propose it should be 2 years instead of six months.

Page 9 Regulation 5 Sub Regulation 2:

We propose that instead of three times it should be 1.1 times the SD Channel rates. Since most of the production of the content nowadays is done in HD format only, so to the broadcaster there is no differentiation of cost with respect to production of SD or HD content, however there is only a very nominal effective difference in the bandwidth cost of up linking HD and SD content.

Page 9 Regulation 5 Sub Regulation 5:

Same as mentioned under "Page 9 Regulation 5 Sub Regulation 2:"

Page 11 Regulation 6 Sub Regulation 6:

Kindly indicate as to how the ala carte package based on each individual subscribers will be handled, as the number of subscribers will run into hundreds of thousands / millions, the load on the system shall keep on increasing and handling such large number of packages would become cumbersome, if not impossible.

It is therefore proposed that DPO should be allowed to give a "Basic Service Tier Pack" of his choice and subscriber should be allowed to choose Ala Carte channels of his choice from Pay Channels .

PART III

MISCELLANEOUS

Page 13 Regulation 7:

Additional Sub Regulation to be added:

Sub Regulation (h): Cross holding information between "Broadcaster- Broadcaster", "Broadcaster-DPO", and vice versa.