

dated: 23/09/2018

Written comments / Suggestions from

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Consultation Paper on

Tariff Related Issues for

Broadcasting & Cable Services dated 16th August, 2019

This is with reference to your Consultation Paper dated 16th August, 2019 on Tariff Related Issues for Broadcasting & Cable Services dated 16th August, 2019.

The malaise is far bigger than thought. Broadcasters have taken unethical advantage of the flexibilities provided in your tariff order. We propose following rules to be imposed / implemented to deal with the situation created by the broadcaster in their greed to force garbage down the throat of gullible subscribers.

1:- Broadcasters can make only "X" number of Bouquets where "X" = 10% of total number of channels being broadcast by it. For example a broadcaster producing 15 to 20 channels then it should be allowed to make only two bouquets.

2:- The Broadcaster should not be allowed to price its bouquet less than 90% of the sum total price of all the individual channels that it contains.

3:- Broadcasters Will Have To Fix a Minimum And a Maximum Price for each Channel .The Minimum price of the Channel shall not be less than rupees 2 and the Maximum price of the channel shall not be rupees 10. DPO's put lot of efforts and resources in managing the pay services and we realize that this minimum value should be defined as suggested.

4:- The consumer shall be greatly benefited if he is provided a subscription based on a daily pro rata basis.

5: - The Broadcaster shall be allowed to give a minimum DPO margin of 40 % and not exceeding more than 50% of MRP of the broadcasting channels/bouquet.

6:- No unethical practice of favouring any DPO as against the other should not be permitted, and anyone found doing so should be penalized. Such acts should be considered as an act of criminal violation and TRAI should be empowered to prosecute such Broadcasters if found guilty. TRAI should perform both techno-commercial and financial audits of the broadcasters periodically.

We are hereby submitting our suggestions to your good office and hoping for your consideration.
