

## Counter comments to the Consultation Paper No.: 10/2019: Consultation Paper on Tariff related issues for Broadcasting and Cable services

I read the comments by the leading broadcasters and many individuals with regard to the above mentioned consultation paper.

1. All the broadcasters have justified themselves regarding the bouquets they are offering and the discounts they are giving to the end users (subscribers). They are justifying the bunching of their premium channels with their subsidiary channels in the name of satisfying every member of a home watching television. But it is not true.

For example: Zee network has formed a bouquet 'Zee Prime Pack Kannada SD' @ Rs.17/-

18	Zee Prime Pack Kannada SD	1	Zee Action	1.00	17.00
		2	Zee News	0.10	
		3	Zee Hindustan	0.10	
		4	Living Foodz	1.00	
		5	Zee ETC	0.10	
		6	WION	1.00	
		7	Zee Kannada	19.00	
		8	Zee Keralam	0.10	
		9	Zee Salaam	0.10	

In the above bouquet Zee Kannada is their Premium channels and have declared the price of this channel under a-la-carte selection basis at Rs.19/-. Other channels bundled with this are simply the JUNK channels which rarely anybody watch. All these channels are of Rs.0.10 and two at Rs.1/-. By quoting less amount for the bouquet than their premium channel the broadcaster is denying the right of the customer to select channel of their choice.

2. As mentioned by many, discontinuing the bouquets or strictly capping the maximum discount permitted on bouquets @ 15% will benefit the customers. This may help in bringing down the a-la-carte price of the premium channels.
3. Also I would like to suggest that no channel should be priced less than Rs.2/-. Most of the channels priced Rs.0.10 were earlier FTA channels which were declared to be pay channels just to bundle with the premium channels by the major broadcasters. So no channels should be priced less than Rs.2/-.
4. Major broadcasters have defended plenty of bouquets offered by them in the name of freedom the subscribers to selection. Bu observed by many there is no much difference between the bouquets with only one or two different channels in a bouquet.
5. Considering the discounts being offered by the broadcasters, capping the tariff of a-la-carte channels in the range of Rs.8-12/- will definitely benefit the customer. Also with the idea of considering 1 HD channel = 2 SD channels for calculation of NCF charges, if a broadcaster has HD version of any channel then the tariff of a SD channels should not be more than half of the corresponding HD channel.
6. As mentioned by may NCF charge of Rs.130/- is an additional burden to the customers. At present most of the distributors are calculating NCF charges only for the pay channels selected by a customer unless he has not subscribed for any

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pay channels. I agree with many individuals that NCF charges should be brought down may be Rs.50/- suggested by Mr. Purushotham in his comments to Q No. 3.

7. At present all the distributors are pushing the FTA channels to the customers and the subscriber has not been given the option to choose the FTA channels of his choice. FTA channels should also be available for the customer for selection as in the case of pay channels.

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