

Subject: **Fwd: Consultation Paper on Tariff related issues for Broadcasting and Cable services**

To: V K Agarwal <vk.agarwal@traf.gov.in>

Date: 08/20/19 03:02 PM

From: "Sumeet Hemrajani DY. Advisor TRAI" <sumeet@traf.gov.in>

----- Original Message -----

From: **Pavittar Punit Singh** <pavitterpunit@yahoo.com>

Date: Aug 19, 2019 1:40:41 PM

Subject: Consultation Paper on Tariff related issues for Broadcasting and Cable services

To: "arvind@traf.gov.in" <arvind@traf.gov.in>, "sumeet@traf.gov.in" <sumeet@traf.gov.in>

Dear Sir,

I would first like to thank you for the floating the consultation paper on tariff related issues for broadcasting and cable services.

I have a suggestion regarding the pricing policy of channels so as to increase the freedom to customers for channel selections. The suggestion is as follows:

The customer should be able to choose any number of channels from a particular broadcaster. The more the number of channels, higher should be the discount. E.g. if I take up Star Network then

- a. If I choose 2 channels, Star Plus HD (19/-) + Star Movies HD (19/-), could be priced at 30/- (20% discount) rather than 38/-
- b. If I choose 3 channels, Star Plus HD (19/-) + Star Movies HD (19/-) + Star Movies Select HD (10/-), could be priced at 26/- (30% discount) rather than 48/-
- c. If I choose 4 channels, Star Plus HD (19/-) + Star Movies HD (19/-) + Star Movies Select HD (10/-) + Star Sports Hindi HD (19/-), could be priced at 40/- (40% discount) rather than 67/-
- d. If I choose 5 channels, Star Plus HD (19/-) + Star Movies HD (19/-) + Star Movies Select HD (10/-) + Star Sports Hindi HD (19/-) + Star Sports 1 HD (19/-), could be priced at 43/- (50% discount) rather than 86/-.
- e. If I choose more than 5 channels, the maximum I have to pay is 50/- irrespective of the number of channels. That means there should be a capping on the maximum a broadcaster can charge from the customer provided the customer is subscribing to more than 5 HD channels. A similar model can be developed for SD only channels or for a combination of SD+HD channels.

There are few benefits that I can envisage:

1. Customer gets full freedom to select channels from a particular broadcaster and is not limited by the bouquets of the broadcaster.
2. Customer gets higher discount if he subscribes to more number of channels, that implies that the cost of subscription reduces.
3. Customer will not have to scroll through endless bouquets which are all the time confusing.
4. It will also stop broadcasters to manipulate the customers. A recent example is the I had subscribed to a bouquet from Star Network which included Star Sports 1 HD. If I want to see Pro-Kabadi League, then I have to subscribe to Star Sports 2 HD as they are not showing PKL on Star Sports 1 HD. I feel this was deliberate as there not much important sporting event being shown on Star Sports 1 HD and they have intentionally put PKL on Star Sports 2 HD to increase the subscription. I had to additionally shell out 19/- per month for this subscription or I would have to go through the endless bouquets floated by Star Network to see which bouquet has Star Sports 2 HD along with all the other channels from Star Network that I watch.

I hope I am pretty much clear on my proposal. If you want any further clarification, please let me know. I will be glad to help. Also, I hope you will consider my proposal and try to implement it because I know you understand that the current pricing policy of the broadcasters is very confusing and unmanageable.

Thanks and regards

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