



TRAI Bhopal <traibhopal@gmail.com>

Important : Comments Required for consultation paper on Audit related provisions of Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 and The Telecommunication (Broadcasting and Cable) Services Digital Addressable Systems Audit Manual

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To: TRAI Bhopal <traibhopal@gmail.com>

Fri, Sep 6, 2024 at 4:41 PM

Greetings Sir,

We are grateful that you gave us the opportunity to express our opinions on this matter. We truly need your support because it is not feasible for a tiny MSO like myself to audit annually.

As a result of so many options in the market like DTH, OTT and particularly DD Freedish, which offers entertainment channels for free without encryption, our business is already in a decreasing state.

Kindly make things a little bit easier for small MSOs and refrain from making things more difficult to us.

Also I would like to highlight a very major issue facing by almost all the rural MSOs is that pay broadcasters are charging higher CPS to us in comparison of big or corporate MSOs which is not fair for the business and these big MSOs are able to provide free or very cheap prices in the ground which we cannot compete. Warm Regards, Sunil Choudhary Shree Balaji Cable Network Narayangarh (M.P.)

Regards
Sunil Choudhary
SBCN - Narayangarh (MP)
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