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Subject: Feedback and response to the consultation paper on draft Telecommunication (B &CS) (Eighth)(Addressable systems) Tariff order 2016, as a retail home based consumer

To: pradvbcs@tra.gov.in, vk.agarwal@tra.gov.in

Dear Sir

My feedback and response to the consultation paper on draft Telecommunication (B &CS) (Eighth)(Addressable systems) Tariff order 2016, **as a retail home based consumer** is given under.

Part II , Para 3 & Para 6:

Currently DTH operators are allowing base pack and additional packs only with some special conditions tagged like mandatory Three or Four packs etc (without any reference / specification of monthly minimum subscription) or with a combination of regional pack etc. **Further a subscriber who subscribed to channels as packs are not allowed to pick & choose to pay for stand alone or Premium channels additionally, even if they exceed the minimum monthly charges as specified in Alacarte channel selection option**, which is unfair and result in forcing consumers pay for channels they donot intend to watch even if they wish to subscribe to one channel. Similarly consumers located in Southern States if they choose for regionally offered packs, subscription to any Hindi pack is priced exorbitantly, which is not so otherwise. And if a North India located subscriber opts for any South Indian language pack, the same is priced disproportionately. This is an unfair practice considering that many people from South India move for job and professional reasons to Northern India and similarly North Indians move to South for similar reasons. **This should be explicitly prohibited.**

Similarly those who opt for Alacarte channels are not allowed to subscribe to bouquet packs of additional channels or some premium channels, even if they pay higher than minimum monthly charges, because the Alacarte channels are priced exorbitantly high. And this should not be allowed to continue, even if tariff related conditions like bouquets should cost minimum 85% of included channels priced on alacarte basis

It should be explicitly stipulated that

a) any channel beamed by the broadcaster including premium channels should invariably be offered on Alacarte basis also. Further all subscribers of Alacarte mode should be provided all the Free to Air (FTA) channels at no extra charges other than the minimum monthly charges, irrespective of the fact whether the subscriber has specifically asked for the same or not.

b) Subscribers of Regional language packs/channels on alacarte basis should invariably be provided with all the FTA channels of that language whether specifically asked or not., within the overall limits of total no. of FTA channels to be provided mandatorily (half or minimum 50% should be in Hindi & rest all the available FTA regional language channels in the language chosen). Ideally a checkbox type selection should be provided online/offline to enable make his/her choice even within the mandatory no. of FTA channels, with NIL charges.

The market dynamics along with some regulation on upper limits, should only determine the pricing and affordability of channels instead of forced purchase packaging adopted by broadcasters and distributors as existing currently.

Part II , Para 4 : Addition of more genres like Music, Food, Travel & Lifestyle may result in refinement of pricing of several channels, which otherwise would make not so commonly viewed channels like English/ Hindi Music & Regional Music, Regional Movie channels very expensive even though they are not classified as premium channels. Effect of clubbing of Music channels with GEC and Food, Travel & Lifestyle with Infotainment would result in distorted pricing for several channels which are more cost intensive.

Para 6 (1) : The pricing of Rs. 130 + taxes for a capacity to receive 100 SD channels (excluding Free to Air -FTA channels) has not specifically mentioned as to the minimum number of FTA channels (other than Govt. mandated ones) to be provided along with it. It is natural that a service provider would not be able to provide all the FTA channels beamed in the country. Hence the minimum no. of FTA channels along with a condition that minimum 50% of them being in National language Hindi, needs to be included.

Yours faithfully

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