

Views and comments on Consultation paper no –18/2023 by UPOBHOKTA SANRAKSHAN KALYAN SAMITI KANPUR(CAG MEMBER) TRAI

Q1. Stakeholders may also suggest any other issues which should be considered for formulation of National Broadcasting Policy, along with detailed justification.

Ans-ministry of Information and Broadcasting (MIB) vide its letter dated 13th July 2023, inter-alia, informed that they are in the process of formulating a National Broadcasting Policy. They have mentioned that the consultations with stakeholder Ministries have been carried out. The Broadcast Policy needs to identify the Vision of a functional, vibrant, and resilient broadcasting sector which can project India's diverse culture and rich heritage and help India's transition to a digital and empowered economy. National Broadcasting Policy stipulating the vision, mission, strategies, and the action points could set the tone for a planned development and growth of the Broadcasting sector in the country in the era of new and emerging technologies. Through the said letter dated 13th July 2023, MIB has requested TRAI to give its considered inputs under Section 11 of the TRAI Act, 1997 for formulation of the National Broadcasting Policy. As per the industry report, Indian Media and Entertainment (M&E) sector grew 19.9% in 2022 to reach Rs. 2.1 trillion from Rs. 1.75 trillion in 2021 and is expected to reach Rs. 2.83 trillion in 2025 with a CAGR of 10%. Television is one of the largest and fastest growing segments of M&E sector. It represents around 35% of the total M&E revenue. Even though television remains the largest segment, digital media has seen

Phenomenal growth with a 27% growth in digital subscriptions in 2022. The potential of the new technologies in the sector can be inferred from the fact that in 2022, animation and VFX was the fastest growing sector with a staggering 29% growth.

Q2. Stakeholders may provide specific comments and suggestions for identifying objectives, goals and strategies for National Broadcasting Policy including the following aspects:

- i. Public Service Broadcasting
 - a) Requirement, Relevance and Review
 - b) Support and Validation
 - c) Content Priority
 - d) Mandatory Sharing of television programmes
 - e) Enhance global reach
- ii. Policy and Regulation

Ans- The broadcasting sector consists of television and radio services. The television services are delivered through cable TV, Direct-To-Home (DTH), Headend In The Sky (HITS) and Internet Protocol Television (IPTV) services. As per the industry report, the TV universe consists of approximately 64 million cable TV households, 2 million HITS subscribers. In addition, as reported by the pay DTH operators to TRAI, there were 65.25 million pay DTH total active subscribers as on 31.03.2023. Further, reported subscriber base by the IPTV Operators was 6,47,596 as on 31.03.2023. The TV broadcasting sector encompasses approximately 332 broadcasters providing 903 private satellite TV channels as on 31.03.2023. These television channels include 254 SD pay TV channels and 104 HD Pay TV channels provided by 43 Pay television broadcasters. Currently, there are 1748 (Multi System Operators (MSOs)

registered with MIB, 1 HITS operator⁵, 4 pay DTH operators and 25 IPTV operators⁵. Further, as per the information provided by MIB, there are 81,706 cable operators registered in the country.