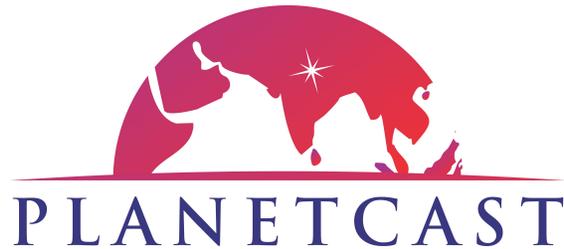




**Cumulative response to TRAI consultation paper
(20/2016) on infrastructure sharing in broadcasting TV
distribution sector**

From



Planetcast Media Services Limited

(formerly Essel Shyam Communication Limited)

Contact details -

Karunesh Chaddha, karunesh@planetc.net, 9811153323

Satyandre Yadav, satyandrey@planetc.net, 9818808748



At the onset, Planetcast would like to thank TRAI for giving the opportunity to share our views on the issue of “infrastructure sharing in the broadcasting TV distribution sector”. Planetcast would like to make it amply clear that, in principle, it is in favor of voluntary infrastructure sharing in the broadcasting TV distribution sector.

We strongly believe that voluntary infrastructure sharing in the broadcasting TV distribution sector would eliminate multiple deployment of resources and would lead to optimum utilization of resources and operational efficiency. Currently, most of the re-transmitted TV channels for distribution are common across the operators. The move of permitting voluntary sharing of infrastructure in broadcasting TV distribution sector looks positive as the benefit of reduced capital and operational expenditure will improve the economies of scale for broadcasters as well as benefit the end customers.

Planetcast, as a primary Teleport service provider for the past two decades has been providing unified infrastructure while ensuring privacy and content security to the leading global and domestic broadcasters. We have been delivering content of more than 200 broadcasters for distribution on multiple platforms on 24x7x365 basis. In addition to this, Planetcast supports its customers with world class infrastructure/services apart from disaster recovery services in India and other parts of South East Asia.

Infrastructure sharing can be extended for primary distribution for LCOs/MSOs and secondary distribution for DTH/OTT/IPTV operators. Planetcast , being a neutral service provider in the TV broadcasting sector for about two decades, could also play the role in providing shared infrastructure services for broadcasting TV distribution sector offering main services from Noida and a highly efficient back up services from its Mumbai facility.

As an industry veteran in providing TV broadcasting services in India, Planetcast would like to urge TRAI to play active role in ensuring the recommendations in the consultation paper. TRAI is expected to ensure that the infrastructure sharing is voluntary, healthy competition is preserved and the security of the content (anti-piracy) is respected by every single entity



operating in the ecosystem. In the long term, this will also result in adoption of uniform and advanced/latest technologies for most efficient utilization of scarce satellite resource and overall operations.

About Planetcast -

Founded in 1996 with a vision to revolutionize broadcast industry globally, PLANETCAST (formerly ESSEL SHYAM) has been an epitome of quality and trust for almost two decades. PLANETCAST has the honor of securing first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level. Planetcast has been awarded first green Teleport by World Teleport Association (WTA) for optimum utilization of satellite space.

PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with rapidly growing footprint across Southeast Asia. For more information, visit www.planetc.net