

Information note to the Press [Press Release No. 65/2019]

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

Consultation paper on Platform Services offered by DTH Operators

New Delhi, 28th August 2019: The Telecom Regulatory Authority of India (TRAI) has today issued consultation paper on Platform Services offered by DTH Operators.

2. India has a large base of pay TV subscribers. Predominantly, the pay TV services are being delivered through Cable TV and Direct to Home (DTH) systems. Other modes of TV broadcasting such as Internet Protocol TV (IPTV), Head-end In the Sky (HITS) have miniscule subscriber base as compared to the Cable TV and the DTH systems. All TV channel Distribution Platform Operators (DPOs), i.e. MSOs, DTH and HITS operators, operate certain kind of programming services which are specific to each platform and are not obtained from broadcasters. All these platform specific services being offered by DPOs but not obtained from broadcasters have been referred to as Platform Services (PS). DPOs use PS to offer innovative services and product differentiation. It also acts as unique selling proposition (USP) for DPOs and also helps them in meeting the specific needs of their subscribers.

3. TRAI has received a reference from Ministry of Information & Broadcasting (MIB) dated 02nd July 2019 wherein, TRAI has been requested to give its considered recommendations related to platform services with reference to DTH guidelines mainly on the followings:


- DTH operator offering Platform Service Channels have to ensure that the same content is not shared with any other DPO.



- The one-time registration fee to be enhanced to Rs. 1 Lakh per PS channel as against Rs. 1000 per PS channel recommended earlier by the Authority.
- The maximum number of PS channels that a DTH operator can offer.
- Platform Service could be sequenced separately from the regular channels.

4. Full text of the Consultation Paper is available on the TRAI's website www.trai.gov.in.

5. Written comments on the Consultation Paper are invited from the stakeholders by 27.09.2019. Counter-comments, if any, may be submitted by 11.10.2019. The comments and counter comments may be sent preferably in the electronic form on the email address cp.sharma64@gov.in. For any clarification/information, Shri Arvind Kumar, Advisor (B&CS) may be contacted at Tel. No.: +91-11-23220209.


(S.K. GUPTA)
Secretary, TRAI
28/09/19