

For immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI releases consultation paper on “Ease of Doing Business in Broadcasting Sector”

New Delhi, 31st July 2017- The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Ease of Doing Business in Broadcasting sector”.

2. Broadcasting sector in the country has seen exponential growth over the years. The Government and the Authority have been constantly promoting a conducive policy and regulatory environment for encouraging plurality of broadcasting services through multiple distribution platforms in a fair and transparent manner to provide choices to consumers. Due to these timely policy and regulatory interventions, the Indian broadcasting landscape now presents a vibrant picture with presence of multiple distribution platforms such as Cable TV, DTH, HITS, and IPTV in broadcasting sector.

3. A business-friendly environment is a pre-requisite for the growth of the sector. The Government of India has launched an ambitious program of reforms aimed at making it easier to do business in India. The program aims to pinpoint the bottlenecks and ease them to create a more business-friendly environment. While the broadcasting sector so far has been replete with success, increasing digitization, higher internet usage and the huge business growth, the Authority is of the view that these opportunities coupled with improvement in ease of doing business may catapult the sector into a faster growth trajectory.

4. The Authority has therefore, *suo-motu*, decided to go for a consultation with the stakeholders on ease of doing business in the broadcasting sector. As a first step in this direction, a pre consultation paper was issued on 19th April 2016 with a view to get the views of stakeholders to indentify relevant issues which may be required to be addressed. The present consultation

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paper is being issued consequent to the analysis of stakeholders' responses to the pre-consultation paper, with the following objectives:

- (i) To review various policy issues related to the broadcasting sector with a view to create a conducive and business friendly environment in the sector.
- (ii) To identify procedural bottlenecks that affect ease of doing business in broadcasting sector and recommended measures for simplifying the rules, regulations and bring more transparency and clarity in policies/ framework of the broadcasting sector.
- (iii) To remove entry barriers by laying down well defined and transparent procedures and processes thereby creating level playing field and competition in the sector
- (iv) To facilitate innovation and technology adoption in the sector for providing better quality of services to the consumers.
- (v) To steer further growth of the sector by attracting investment through investor friendly policies
- (vi) To promote indigenous manufacturing of broadcasting equipments.

4. Full text of the consultation paper is available on TRAI website at www.trai.gov.in

5. Written comments on the consultation paper are invited from the stakeholders by **28th August 2017**. Counter comments, if any, may be submitted by **11th September 2017**. Comments and counter comments will be posted on TRAI's website www.trai.gov.in. The comments and counter comments may be sent, preferably in electronic form to, Prof. M. Kasim, Advisor (B&CS)-III, Telecom Regulatory Authority of India, on the e-mail: mkasim@traigov.in or aspandey@traigov.in. For any clarification/information, Advisor (B&CS)-III may be contacted at Tel. No.: +91-11-23237922, Fax: +91-11-23220442.


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