

31.07.2015

To,
Mr. Wasi Ahmad,
Advisor (B&CS),
Telecom Regulatory Authority of India,
Mahanagar Doordarshan Bhawan,
Jawahar Lal Nehru Marg, New Delhi-110002

From:
Dr. A.K. Rastogi
President, All India Aavishkar Dish Antenna Sangh,
B-262, Indra Nagar, Delhi-110033
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Sub: Comments on Consultation Paper on "Tariff issues related to Commercial Subscribers"

Dear Sir,

Hereby, Dr. A.K. Rastogi, President, All India Aavishkar Dish Antenna Sangh on behalf of Indian Broadcasting & CATV industry would like to submit the views/comments on the consultation paper no: 3/2015 for your perusal and further necessary action at your end:

Reply Point-wise:

1. Is there a need to define and differentiate between domestic subscribers and commercial subscribers for provision of TV signals?

Reply: Primarily, there is no need to define and differentiate between domestic subscribers and commercial subscribers for provision of TV signals, but if need arises small & medium shop owners should be left from the classification of commercial subscribers and organizations providing 1 to 5 star facilities can be defined as commercial subscribers.

2. In case such a classification of TV subscribers is needed, what should be the basis or criterion amongst either from those discussed above or otherwise? Please give detailed justification in support of your comments.

Reply: Any premises which are showing Cable TV in the list of their services and providing 1 to 5 star facilities should come under the classification of commercial subscribers. Whereas, the small shop keepers and service providers should be left from the classification because it will cause additional burden on them.



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3. Is there a need to review the existing tariff framework (both at wholesale and retail levels) to cater for commercial subscribers for TV services provided through addressable systems and non-addressable systems?

Reply: The Cable TV fraternity will not decide on the issue of review of tariff framework.

4. Is there is a need to have a different tariff framework for commercial subscribers (both at wholesale and retail levels)? In case the answer to this question is in the positive, what should be the suggested tariff framework for commercial subscribers (both at wholesale and retail levels)? Please provide the rationale and justification with your reply.

Reply: It's again the matter which is not in the preview of Cable TV operators.

5. Is the present framework adequate to ensure transparency and accountability in the value chain to effectively minimise disputes and conflicts among stakeholders?

Reply: In digitization already there is full transparency but its implementation has not been done properly as per the applicable DAS law.

6. In case you perceive the present framework to be inadequate, what should be the practical and implementable mechanism so as to ensure transparency and accountability in the value chain?

Reply: Already there are many provisions in the DAS law and if it is implemented in letter and spirit the problems related to transparency & accountability will not arise.

In our opinion,

Firstly, the consumer awareness programmes has not been done.

Secondly, flow chart of activities in DAS implementation is not explained to cable TV technician.

Thirdly, the audit and monitoring of the entire value chain at regular intervals has not been done.

7. Is there a need to enable engagement of broadcasters in the determination of retail tariffs for commercial subscribers on a case-to-case basis?

Reply: Yes, there is a need for engagement of broadcasters in the determination of retail tariffs for commercial subscribers on a case to case basis because they are the content creator in the value chain & distribution platforms. It is not possible to decide the retail tariff without their involvement.

8. How can it be ensured that TV signal feed is not misused for commercial purposes wherein the signal has been provided for non-commercial purpose?



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Reply: For this an independent monitoring body has to be created.

9. Any other suggestion which you feel is relevant in this matter. Please provide your comments with full justification.

Reply: The DAS Phase I & II were started in metro and 38 cities but it was not implemented properly as per the DAS law. We all should learn from the mistakes which were earlier done in Phase I & II, and they should not be repeated at any cost. Now, it's the responsibility of regulatory body TRAI, MIB and all the industry stakeholders to look into this matter, than only the proper implementation of DAS Phase III & IV is possible.

With Best Regards,



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