

From: **sudhir mohan** <sudhirmohan@inddc.in>

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Subject: Draft Telecommunication(Broadcasting and Cable Services) (Sixth Amendment) Regulation 2015

To: sksinghal@traf.gov.in, smk.chandra@traf.gov.in

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Respected Sir,

Kind Attn.: Mr. S K Singhal

This is with reference to the "TRAI draft Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems)(Sixth Amendment) Regulations, 2015". As advised in the draft we are submitting (as an Attachment) our comments w.r.t. the same for your kind consideration and advise.

These suggestions have been arrived at after interaction and having feedback from the field and the practical problems being faced by many of the MSO's/LCO's on the ground levels.

1. Agreement Between Broadcaster and MSO/LCO should be for longer period as short term deals affects the packaging and increase chances of disputes between the parties.
2. Cost of the pay channels should be brought down so as it is within the reach of common man. There should be no linkage to Analogue Rate.
3. Twin condition formula should be applicable on Broadcaster doing CPS deal for determining the a-la-carte rate of the channel.
4. Fixed license fee concept should be defined clearly.
5. TRAI should come out with standard format for the agreement, this is to avoid any kind of disagreement between the parties.
6. If the Broadcasters are giving any channel to any MSO on promotional basis then in that case other Players in the same market should also get the channel on promotional basis so that to avoid Unfair Trade Practices and for the creation of same level playing field.

Hope you will find our suggestions useful in finalising the draft.

Thank you and Best Regards

Thanks and Regards

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