

**From:** Sanjay Ji <dgsrable@yahoo.com>  
**To:** "TRAICABLE@YAHOO.CO.IN" <TRAICABLE@YAHOO.CO.IN>  
**Sent:** Wednesday, 4 September 2013 12:34 PM  
**Subject:** Comments on "Distribution of Tv Channels from Broadcasters to Platform operator"

Dear

Dated 3<sup>rd</sup> September 2013  
Wasi Ahmed,  
Advisor (B & CS)  
New Delhi 110002

I really appreciate the efforts taken by your team to streamline the distribution of channels from the broadcaster to the ground, we as an cable operator support this and it will help to break the cartel created by broadcasters who themselves are distributors. I would like to suggest the following points also.

- (i.) The broadcaster and authorised distribution agents will act on a principle-agent basis and, the authorised distribution agent shall act only as a division of the broadcaster.
- (ii.) The authorised distribution agent will merely act as a liasoning division for the broadcaster and shall not enter into any agreement on behalf of the broadcaster.
- (iii.) Restrict the role of Aggregator to single broadcaster and they may not be not be allowed to deal with multiple broadcasters.
- (iv.) Pay channels should be offered by the broadcasters **only** on a-la-carte basis.
- (v.) An upper ceiling limit per end-subscriber/consumer is fixed and the broadcaster is obliged to fix the price of a pay channel on a-la-carte basis, only with such prescribed upper ceiling limit.
- (vi.) If two pay channels are offered by the broadcaster belonging to the same genre then the price charged for one shall be the same as charged for the other, but if a content of channel is repeated in the another channel then it should not be charged similarly
- (vii.) The price charged by the broadcaster from one player in the supply chain should be the same as charged from another player in the same sphere irrespective of the size, sub-scriber base, geographic location of the player etc.
- (viii.) Price of the pay channels is published on the website of the broadcaster.
- (ix.) A *'fixed revenue sharing model'* is prescribed where a fixed

percentage of the a-la-carte price paid by the end-subscriber/consumer will be shared between the broadcaster and the other players in the supply chain.

Yours Sincerely,

Raman Rehani  
S R CABLE  
Jungpura