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Date: 22 October 2022 at 10:23:42 AM IST
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Cc: Sushil Kumar <psadvbcs-2@traf.gov.in>
Subject: Suggestions Regarding to Consultation Paper No. 12/2022

Dear Sir,

With due respect, we would like to state that we are an IPTV service provider registered with TRAI. As per Consultation Paper No. 12/2022, we have various suggestions which need to be discussed in regard to IPTV STBs.

As per Section G: STB Requirements for DRM for IPTV Services

Preface : An option should be considered for introduction of Soft STBs (App based) for running IPTV services

Explanation: Due to excessive popularity of Smart/Android TVs in the Market, customers are actively showing interest shifting from linear Cable tv services to IPTV or OTT services. One who spends huge amounts of money to buy Smart TVs are not ready to install separate IPTV STBs explanation to which is not acceptable to the customer. The only concern is Quality of content and ease of navigation.

We recommend the introduction of Android based Soft STB applications which can be easily accessible from any Device customers seems fit conditional it is BIS Certified and Google Certified. The Google certified STBs/ Smart TVs do not allow pirate of the content and Google is very actively doing monitoring of any such piracy activity

Moreover, IPTV STBs cost about 3X the cost of a linear TV STB. What is the use of the android or smart STB when it does not provide access to other applications on Playstore as per customer requirement. It is no good than a linear TV STB. For it to stand apart, it needs to have a Playstore to allow customer to install Google certified applications. Customers demand access to various other OTTs along with IPTV services. IPTV services have not been able to gather popularism, main reason to which is the heavy cost of IPTV STBs and customer

acceptability. Points 16 & 18 indict single handed use of STB for just one activity. It becomes hassle to even navigate between remotes of Smart TV & STBs. Customer should be able to easily access content of his choice and on a single device. No need to invest money on multiple devices.

Another aspect is Device Roaming - Government is actively promoting Roaming concept and STB interoperability concept, which cannot be guaranteed in case a physical STB is installed. Customer should be free to switch between service providers and to maintain QoS from the provider end also.

All other requirements of Security - Fingerprinting, Messaging, OSD, OTA Upgrade, Individual authentication and Local Network accessibility will be catered to and adhered to via the Android based Soft STB.

Furthermore, why not use Technology when we have it easily accessible instead of having separating devices for every task. Smartphone engulfed Calculators, Pagers, Cameras, Computers etc all in a single device. Similarly Google and BIS certified end user devices - Smart TVs and STBs can also play major role in implementation of IPTV services across all sets of Users.

Our suggestions may be noted and further discussed upon. For any queries, you may reach me at the details mentioned below

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Regards & Thanks,

Dr. Pawanpreet Singh,
Skypro Communications,
Chandigarh.



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