

From: **Gopal Mukherjee** <dgggopal@gmail.com>
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Subject: comments on tariff order
To: vk.agarwal@traf.gov.in, pradvcs@traf.gov.in

To,

The Chairman,

TRAI,

New Delhi, India.

Sub: Comments on tariff order.

Sir,

I am a Cable TV operator at Durgapur, West Bengal. I have gone through the tariff order declared by you recently. You always give your nondiscriminatory prudent recommendations as and when required. In the early days you declared your transparent nondiscriminatory recommendations for the CATV industry.

There are three stake holders excepting the end user namely Broadcaster, Multi System Operator (MSO) and Cable TV Operator. Early days recommendation declared that, end user's Rs. 100/- for FTA channels distributed to MSO and Cable TV operator in ratio 55 : 45 respectively and for Pay channels in the ratio 30 : 35 : 35 to Broadcaster, MSO and Cable TV Operator respectively. Following recommendations in my view as follows:-

- 1) FTA (SD) channels cost should be Rs.150/- plus tax for 150 channels. Ratio between MSO and Operator 55: 45. No HD channels included. [FTA channels cost has become (instead of Rs. 100/-) Rs. 130/- for 100 SD channels but Rs. 20/- for 25 SD channels?].
- 2) Pay channels MRP should be displayed in EPG. Operator will get 35% on Pay channels (A la Carte or Bouquet of channels). We never knew officially the Rate between Broadcasters and MSO of any particular channel or bouquet of channels.
- 3) If any channel's programme is same in SD and HD format then HD rate may be double the SD channel rate. If the programme is different in the same name of channel then it may increase.
- 4) Broadcasters channel rate may be decided by inverse proportionate of BERC rating, that is higher BERC rating lowers cost of channel.
- 5) TRAI is a good recommending authority. CCI not needed for SMP.
- 6) No rate difference of Pay channels within India, those are using Rupee as their currency.

Sir, a lot discussions may be needed on your recommendations. For the purpose open house also needed. Do the best for Cable Operators . They are the root of this industry.

With Thanks and Regards

Debabrata Mukherjee.

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