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TELECOM REGULATORY AUTHORITY OF INDIA

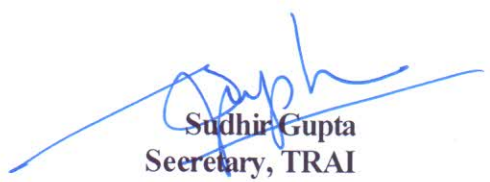
Listing of TV channels on Electronic Programme Guide

New Delhi, 31st May, 2017: The Telecom Regulatory Authority of India has taken several measures from time to time to protect the interests of consumers as well as service providers of the broadcasting and cable services sector. For providing a level playing field to service providers and to ensure orderly growth of the sector, the Authority issues regulations, orders and directions from time to time.

2. For the cable TV service provided through digital addressable systems, the technology provides for a 'Electronic Program Guide (EPG)' wherein the channels being carried on the operator's network can be arranged and indexed in a simple, easy to understand manner so that the consumer can easily go through this guide and select the channel of his choice instead of flipping through all the channels. This display of channels in EPG can be genre-wise where all the channels of a particular genre are listed under that genre. In terms of extant regulatory framework, every broadcaster is required to declare the genre of its channel and such genre shall be **either** 'News and Current Affairs' or 'Infotainment' or 'Sports' or 'Kids' or 'Music' or 'Lifestyle' or 'Movies' or 'Religious or Devotional' or 'General Entertainment (Hindi)' or 'General Entertainment (English)' or 'General Entertainment (regional language)'. The Multi System Operators (MSOs), carrying a channel on its network, has been mandated to place that channel in the genre so declared by the broadcaster of that channel. The MSO is required to ensure that all the channels falling in a particular genre appear in its network's EPG under that genre. With this the subscriber would be able

to see the list of channels that are available genre-wise and thus making the services more consumers friendly.

3. It has come to the notice of the Authority that several MSOs providing cable TV services are placing some channels at more than one LCN under multiple genres simultaneously. The Authority views such practice as a material non-compliance of the extant regulatory framework prescribed by it. Therefore, all the MSOs are hereby advised to strictly comply with the extant regulatory framework in letter as well as spirit, failing which action shall be taken against such operators as envisaged in terms of the provisions of TRAI Act, 1997.



Sudhir Gupta
Secretary, TRAI