

Information Note to the Press (Press Release No. 32/2016)

For immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI releases consultation paper on “Issues related to Quality of Services in Digital Addressable System and Consumer Protection”

New Delhi, 19th May, 2016- The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Issues related to Quality of Services in Digital Addressable System and Consumer Protection”.

2. TRAI is responsible for the orderly growth of the broadcasting sector while protecting the interests of the consumers at large. The Authority has taken several measures to protect the interest of consumers and facilitated availability of broadcasting and television services at competitive price. In order to ensure better services to the consumers and also to protect their interests, TRAI has been issuing Quality of service (QoS) regulations for different delivery platforms such as Cable TV, DTH, etc.

3. Indian broadcasting industry has evolved over the years due to advancement of Television distribution technologies. Multiple delivery platforms such as Cable TV, DTH, HITS and IPTV have emerged resulting in a competitive business environment. Consumers choices are increasing and their consumption patterns are also changing. In this changing scenario, there is a need to provide comprehensive QoS regulations for digital addressable system to facilitate competition, transparency and growth. Well defined QoS and consumer protection norms would help consumers to avail services of their choice. A comprehensive framework for consumer complaint redressal would immensely help subscribers to register their complaints easily and get their grievance redressed in a time bound manner, leading to enhanced consumer satisfaction.

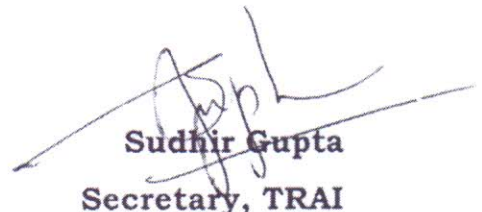


4. With the increase usage of ICT in every day life, service providers can deploy various on line platforms for improving the quality of services. Introduction of electronic payment, on line subscription of service, web enabled complaint redressal mechanism, etc will go a long way in improving customer experience. The main objectives of current consultation are:-

- a). To develop unified regulatory framework for Addressable TV Platforms (DTH/ CABLE TV/ HITS/ IPTV) for QoS and consumer protection.
- b). To make consumers aware of the choices of services, terms and conditions of services, and providing ease of subscription
- c). To simplify complaint booking and speedy redressal of complaints.
- d). To ensure orderly growth and level playing field for overall development of the broadcasting sector
- e). To encourage use of modern Information Communication Technologies (ICTs) for improving QoS and providing better Quality of Experience to consumers.

5. Full text of the consultation paper is available on TRAI website at www.trai.gov.in

6. Written comments on the consultation paper are invited from the stakeholders by 17.6.2016 Counter comments, if any, may be submitted by 01.07.2016. Comments and counter comments will be posted on TRAI's website www.trai.gov.in. The comments and counter comments may be sent, preferably in electronic form to, Prof. M. Kasim, Advisor (B&CS)-III, Telecom Regulatory Authority of India, on the e-mail: mkasim@trai.gov.in or ks.rejimon@nic.in. For any clarification / information, Advisor (B&CS)-III may be contacted at Tel. No.: +91-11-23237922, Fax: +91-11-23220442.


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