

To:

1. All Broadcasters [As per list attached]
2. M/s. Channel –III,
126, Hill Road
Opp.Vijaya Bank
Mumbai – 400 050
3. M/s. Seven Star Communciations,
E-6/4, Top Floor
Malviya Nagar
New Delhi – 110 007
4. M/s. Advanced Multisystem Broadband Communcations Pvt Ltd,
73(1), Rammohan Sarani,
Baidyabati
Hooghly – 712 222
West Bengal.
5. M/s. SCOD Networking Pvt Ltd,
M-30, Hirnen Shopping Complex
Opp. Ratna Hotel, S.V. Road,
M.G. Road Junction, Goregaon (West)
Mumbai – 400 062.

Subject: Direction under Section 13 read with paras (ii), (iii) and (iv) of clause (b) and clause (d) of sub-section (1) of section 11 of the TRAI Act, 1997 – Standard Interconnection Agreements in CAS notified areas

Whereas in exercise of the powers vested under Section 13 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), for the discharge of functions under section 11(1)(b) of the TRAI Act, 1997 read with the Telecommunication (Broadcasting and Cable Services) Interconnection Regulation, 2004 (13 of 2004), as amended from time to time, the Authority had issued a general directive bearing no 11-13/2006-B&CS dated 24th August 2006 to all broadcasters, multi system operators, cable operators operating in the area notified by Government under Section 4A (1) of the Cable Television Networks (Regulation) Act 1995 indicating that

- (i) As per sub-clause (2) of clause 5 of the said Regulation, all those service providers in CAS areas who do not have a pre-existing interconnection agreement appropriate for operating in a CAS area as on the date of issue of this regulation, and who are also not able to arrive at a mutually acceptable agreement, shall enter into interconnection agreements as per the standard agreements specified in Schedule I (between Broadcaster and Multi System Operator) and in Schedule II (between Multi System Operator and Cable Operator) to the said Regulation, within 10 days of the receipt of the permission by the Multi System Operator

under Rule 11 of the Cable Television Network Rules, 1994 as amended by the Cable Television Networks (Second Amendment) Rules, 2006.

(ii) As per sub-clause (2) of clause 5 of the said Regulation, all those service providers in CAS areas who have a pre-existing interconnection agreement appropriate for operating in a CAS area as on the date of issue of this regulation, but who are unable to arrive at a mutually acceptable agreement within 30 days of the expiry of the pre-existing interconnection agreement, shall enter into interconnection agreements as per the standard agreements specified in Schedule I and in Schedule II to the said Regulation, within 30 days of the expiry of the pre-existing interconnection agreement.

2. WHEREAS, in terms of para 7(iii) of the said general directive all the broad casters and the Multi system operators are required to report on compliance regarding the execution of interconnect agreements and to file copies of interconnect agreements entered into by a specified date;

3. Whereas, subsequent to the issue of said general directive, the following multisystem operators have since been given permission on 7th November 2006 under sub rule 3 of Rule 11 of the Cable Television Networks Rules, 1994 [as amended by the Cable Television Networks (Second Amendment) Rules , 2006] by the Government of India, to operate in the notified CAS areas indicated against each:

- i) M/s. Channel –III, Mumbai (for Mumbai)
- ii) M/s. Seven Star Communciations, New Delhi (For Delhi)
- iii) M/s. Advanced Multisystem Broadband Communcations Pvt Ltd, Kolkata (for Kolkata)
- iv) M/s.SCOD Networking Pvt Ltd, Mumbai (for Mumbai)

4. NOW, THEREFORE, in exercise of the powers vested under Section 13 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997), for the discharge of functions under section 11(1)(b) of the TRAI Act, 1997 read with the Telecommunication (Broadcasting and Cable Services) Interconnection Regulation, 2004 (13 of 2004), as amended from time to time, and in modification of the general directive referred to in para 1 above , the Telecom Regulatory Authority of India , directs that:

- i) All broadcasters should confirm, latest by 20th November, 2006, that interconnection agreements have been signed by them with the multisystem operators specified in para 3 above in respect of the respective areas notified by the Central Government under sub-section (1) of section 4A of the Cable Television Networks (Regulation) Act, 1995 (7 of 1995), vide notification no. S.O. 1231(E) dated 31.7.2006, desirous of entering into such interconnection agreements with them. All Broadcasters should also file copies of the agreements signed by them with the said Multi System Operators, with the Authority, latest by November 20, 2006,

(ii) All the Multi System Operators specified in para 3 above and permitted to operate in the areas notified by the Central Government under sub-section (1) of section 4A of the Cable Television Networks (Regulation) Act, 1995 (7 of 1995), vide notification no. S.O. 1231(E) dated 31.7.2006, should confirm, latest by 20th November, 2006, that interconnection agreements have been signed by them with the Cable Operators in the areas so notified, desirous of entering into such interconnection agreements with them. All Multi System Operators should also file copies of the agreements signed by them with the Cable Operators, with the Authority, latest by November 20 2006,

Provided that for purposes of compliance with (i) and (ii) above, where the agreements signed with different service providers are in absolutely identical formats, it would be sufficient to send a copy of such identical format along with a detailed statement indicating the names of the service providers with whom the contracts have been entered into, along with complete details which have been entered in different clauses of such identical formats in respect of each agreement separately.

5. This issues with the approval of the Authority.

(R.N. Choubey)
Advisor (B&CS -II)

List of Broadcasters

name

M/s Set Discovery Private Limited
2nd Floor, 91/B, Secular House,
Qutab Institutional Arera,
Aruna Asaf Ali Marg, New Delhi - 67
Ph: 41643821/822/823/826
Fax: 41643820

M/s Zee Turner Limited
5th Floor, Radisson Plaza,
NH 8, New Delhi - 110 037
Ph: 55563333
Fax: 26779350

M/s ESPN Software India Private Limited
7th Floor, Tower C, Infinity Towers,
DLF Phase 2, Gurgaon - 122 002
Ph: 95124-4147777-87
Fax: 95124-4147788

M/s B4U Television Network (India) Private Limited
B-47, Paramount Building, 3rd Floor, Opp Fame Adlbas, New Link Road, Andheri (W),
Mumbai - 400 053
Ph: 022-26742457-62
Fax: 022-26742456

M/s BBC World India Private Limited
518-522, World Trade Centre,
Babar Road, New Delhi - 110 001
Ph: 23412672/73
Fax: 23413078

M/s Star India Private Limited
1st Floor, Central Wing, Thapar House, 124, Janpath, New Delhi - 110 001
Pj: 42494900
Fax: 41049490

M/s Sun TV Limited

367 & 369, Anna Salai,
Teynampet, Chennai - 600 018
Ph: 044- 24318181
Fax: 044- 24342729

M/s Gemini TV Private Limited

367-369, Anna Salai,
Teynampet, Chennai - 600 018
Ph: 044-24318181
Fax: 044-24323354

M/s Udaya TV Private Limited

367-369, Anna Salai,
Teynampet, Chennai - 600 018
Ph: 044-24318181
Fax: 044-24346814

M/s Raj Television Limited

32 Poes Road, 2nd Street,
Teynampet, Chennai - 600 018
Te: 24334149
Fax: 044-24341260

M/s Ushodaya Enterprises Limited

Ramoji Film City,
R R Dist- 501 512 Andhara
Pradesh
Ph: 08415-246111
Fax: 08415-246408

M/s DAN Television Private Limited

59/33, 4th Avenue, Ashok
Nagar, Chennai - 605 083
Ph: 044-30990400, 30990440
Tel: 044-42033163

M/s Sahara India TV Network
Sahara One Media &
Entertainment Limited
Sahara One Towers, 2nd Floor,
Kamala Mills Compound,
Lower Parel, Mumbai - 400 013
Fax: 022-67524537

M/s Zoom

Bennett, Coleman & Co Limited
Trade Garden, 1st Floor,
Kamala Mill Compound,
Sebaoatu Babat Marg, Lower
Parel (W), Mumbai - 400 013
022-24810000
Fax: 022-24908711

Shri S Giridhar
Vice President

**MAA Television Network
Limited**

6-3-663/B, MRL House, Behind
Topaz Building, Punjagutta,
Hyderabad - 82