

TELECOM REGULATORY AUTHORITY OF INDIA

Press Release No. 59/2011

22nd December, 2011

TRAI issues Consultation Paper

on

“Issues related to Implementation of Digital Addressable Cable TV Systems”

New Delhi, 22nd December, 2011:- The Telecom Regulatory Authority of India (TRAI) has today released a consultation paper on “Issues related to Implementation of Digital Addressable Cable TV Systems”.

2. The broadcasting Industry with about 150 million TV households is set for a major transformation. The analog nature of the cable TV service, which caters to around 94 million households, has been the roadblock in exploiting the full potential of the sector in the era of convergence. Keeping this in view, in consultation with all the stakeholders, the Telecom Regulatory Authority of India had in August, 2010, recommended to the Government complete digitization with addressability of the Cable TV services, in a phased manner. Subsequently, the Government has accepted the Recommendations and vide notification no. S.O. 2534 (E) dated 11th November, 2011, have notified for the implementation of digitization with addressability in a phased manner to be completed by December, 2014. The Parliament has passed the Bill to amend the Cable TV Act paving the way for the digitization programme.

3. The smooth transition to Digital Addressable system would involve various measures. In order to facilitate this transformation, TRAI in consultation with the stakeholders has identified certain key issues that need to be determined. These issues pertain to:

- i. Composition and Tariff of Basic Service Tier (BST)
- ii. Retail Tariff
- iii. Prepaid billing
- iv. Interconnection issues
- v. Revenue share between MSOs and LCOs
- vi. Quality of Service Standards
- vii. Redressal of Consumer Complaints

All these issues have been discussed in the consultation paper specifically bringing out the issues for consultation.

4. Full text of the Consultation Paper is available on TRAI's website (www.trai.gov.in). Written comments on the issues raised in this consultation paper are invited from the stakeholders by 16th January, 2012, and counter-comments on the comments by 23rd January, 2012. The comments and counter-comments may be sent, preferably in electronic form, to Mr. Wasi Ahmad, Advisor (B&CS) on the e-mail address: advbcs@traigov.in or traicable@yahoo.co.in. The comments can also be mailed to address given below or faxed to 011-23220442. Comments and counter-comments will be posted on the TRAI's website. For any further clarifications please contact Mr. Wasi Ahmad, Advisor (B&CS) on 011-23237922.

Contact Details in case of any clarifications:

Wasi Ahmad, Advisor (B&CS),

Telecom Regulatory Authority of India,

Mahanagar Doorsanchar Bhawan,

Jawahar Lal Nehru Marg, New Delhi-110 002.

Tel.: 011-23237922

Fax.: 011-23220442

E-mail: advbcs@traigov.in , traicable@yahoo.co.in

Authorized to Issue: Advisor (B&CS)