

Information note to the Press (Press release No. 2/2014)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

**TRAI LAYS DOWN FINAL DEADLINES FOR ENTRY OF SUBSCRIBER
DETAILS IN SMS FOR THE DAS PHASE-II CITIES**

New Delhi 17th January 2014:- Following the successful roll-out of the Digital Addressable Cable TV System (DAS) in the Metros, the Authority has been rigorously monitoring the implementation of DAS in the 38 cities notified under Phase-II of its implementation. The cut off date for implementation of DAS in the Phase –II cities was 31st March 2013.

A series of meetings with the Multi System Operators (MSOs) have been held from August/ September 2013 onwards to monitor the progress in digitisation of the cable networks, which includes seeding of set-top boxes; collection of consumer application forms (CAFs) complete in all respects including choice of channels/services and entry of these details in the Subscriber Management Systems (SMS).

Keeping in view the enormity and complexity of the task involved, the Authority has exercised regulatory forbearance in the interest of consumers and initially extended the time for collection of the CAFs and entry of these details in the SMS up-to November 2013. Thereafter, on the explicit request of the MSOs, further extensions of time up to December 2013 were given.

The MSOs have been submitting periodic reports on actual numbers of subscribers entered into the SMS. As per the latest reports, in 23 cities (Rajkot, Surat, Vadodara, Faridabad, Mysore, Aurangabad, Nasik, Pimpri-Chinchwad, Pune, Sholapur, Amritsar, Ludhiana, Jaipur, Jodhpur, Agra, Allahabad, Ghaziabad, Kanpur, Luknow, Meerut, Varanasi, Chandigarh and Howrah), around 90% of the task pertaining to collection of CAFs and the entry of complete consumer details into the SMS has been completed. The


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MSOs operating in these cities shall ensure that after 27th January 2014, TV signals (digital encrypted) are transmitted to only those subscribers whose CAFs have been collected and complete details are available in the SMS viz the MSO will have to switch off TV signals of the subscribers whose details are not available in SMS.

In Madhya Pradesh, compliance levels are comparatively low. However it is to be noted that elections to the legislative assembly were recently concluded in the state. Therefore, in the cities of Bhopal, Indore and Jabalpur, the Authority prescribes a deadline 07th February 2014.

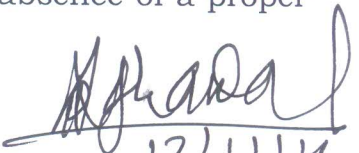
Taking into consideration the local ground conditions and other legal issues, in the cities of Visakhapatnam and Srinagar, the deadline has been extended up to 28th February, 2014. For the state of Tamil Nadu and Hyderabad city, the Authority has not fixed any deadlines at this stage, given the pending legal cases regarding implementation of DAS.

In the remaining 8 cities (Patna, Ahmadabad, Ranchi, Bengaluru, Kalyan-Dumbivli, Nagpur, Navi-Mumbai, and Thane) around 80% of the task has been completed till date. However, there is no valid reason for the delay. For these cities the Authority has decided that the deadline of 31st January 2014 shall apply.

The subscribers availing cable TV services in the Phase-II cities are requested to co-operate and ensure that they avail of the services only from cable operators who are providing digital encrypted signals. They are also requested to ensure that they have submitted their consumer application form complete in all respects to their cable operator. In the event of failure to do so, MSOs will have no option but to switch off signals to those subscribers who have not submitted their CAF, otherwise such MSOs would be in breach of the law.

A handwritten signature in black ink, followed by the date '17/1/14' written in a similar style.

The billing in these cities will now take place in a transparent and uniform manner, with the subscriber paying only for the channels/ services for which they have opted. The MSOs shall further ensure that bills containing the breakup of the charges for subscribed channels, Set Top Box and taxes as applicable for the period up to the month of February 2014 are drawn up and delivered to the subscribers in the covered cities by the 1st fortnight of March, 2014. Subscribers should also insist for a bill and a receipt for every payment made otherwise their cable TV connections may be deactivated at any point and they may not get proper redressal in the absence of a proper bill and receipt.


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