

**Comments for Consultation Paper floated by TRAI on distribution of TV channels  
from Broadcasters to Platform Operators**

Following comments are in reference to the consultation paper floated by TRAI on distribution of TV channels from broadcasters to platform operators.

We as a part of Cable Operator from Ahmedabad, Gujarat congratulate TRAI for successfully implementing DAS for first two phases. The process was not so easy from ground level either from MSO or from LCO's but would not be successful without your support. Further with the consultation papers we got lots of knowledge and have helped us in the process of DAS. Our company strived to make understand the customers about the process of DAS and its usefulness. There have been lots of queries from customers' point of view and as an end point consumer the only thing they understood about the DAS is that they have to pay for what they want to view.

We as a cable operator could not find a point of mixing two companies in a bouquet where there is demand of either one. Maximum of customer, what we feel, in Gujarat are in want of genre based selection of channels. For example, keeping Zee channels and Turner together does not make a sense, as from consumer point of view some people (especially home makers) who would be watching Zee TV's daily soap / Zee Cinema's Hindi movies / Zee Premier's old Hindi movies would not be watching HBO or Cartoon Network or POGO. Thus family of two just want to opt for Hindi entertainment also have to pay for Kids and English movies and entertainment. It's like if you are going to restaurant for a meal, and you order for vegetable and bread you have to pay for rice and dal whether you eat it or not.

Secondly, having MSO in the distribution agencies affects the market. Other MSO's who are not linked with any distribution agencies don't know the rates floated for the bouquets to that particular agencies. And as we say that DAS will bring the similarity and cable operators would be having beneficial but giving different rates to different MSO's will bring the dissimilarities and may head to a big cable war, which TRAI doesn't wants to.

Thus in the end we would only say that different broadcasters should decide their individual rates directly MSO to end the monopoly of the agencies and there should be any stake of MSO in the agency or the broadcasters. This way there would be a healthy competition and all individuals vertically and horizontally would be beneficial. Finally I recommend flow by following diagrammatic representation:

