

**From:** "neerja bhatia" <neerja.bhatia@cii.in>  
**To:** "Anil Kumar" <advbcs-2@traigov.in>, "V.K. Aggarwal" <jtadvbcs-1@traigov.in>  
**Cc:** "samir kumar" <samir.kumar@cii.in>  
**Sent:** Tuesday, October 10, 2023 5:12:08 PM  
**Subject:** CII's submission on consultation paper on "Review of Regulatory Framework for Broadcasting and Cable services"

Kind Attn : Shri Anil Kumar Bhardwaj  
Advisor (B&CS)  
Telecom Regulatory Authority of India

Dear Sir,

Writing to you with a request please

At the outset, we would like to thank the Telecom Regulatory Authority of India (TRAI) for this timely release of this consultation paper which is intended to examine the current regulatory framework for broadcasting and Cable Services and providing an opportunity to the stakeholders to submit their inputs.

We also thank TRAI for recognizing the importance of deregulation and forbearance in improving consumer choices and quality of service along with growth and innovation in B&CS sector.

Please find below our broad recommendation points on the consultation paper released, i.e. Review of Regulatory Framework for Broadcasting and Cable services:

- CII recommends the removal of all economic regulations (like price caps, ceilings, discount caps and restrictions in the formation of bouquets for both broadcasters as well as DPOs), allowing service providers to fix the prices of their TV channels and distribution services, and negotiate the terms and conditions of their interconnection based on market forces.
- We recommend that TRAI should deregulate the sector, to allow competitive market forces to play out for the benefit of consumers and all service providers.
- There should not be any capping on Network Capacity Fee (NCF). Market competition would keep the price in check and further innovation and technology upgradation.
- We recommend that market-based agreements between broadcasters and DPOs be permitted.
- Given the competition in the market, deregulation by removing the concept of NCF, allowing market forces to determine prices, and lifting bundling restrictions will ensure that the prices offered by broadcasters and DPOs are competitive and will also bring down the cost to the consumer substantially. Further, market-based pricing will automatically account for inflation, removing the need to continuously account for a revised infrastructure/service cost, and bringing about certainty in the market.
- It is recommended that any discounts that can be offered should be based on negotiated deals between the Broadcaster and the DPO, which will eliminate the need for any regulatory intervention.
- We recommend that the B&CS sector be deregulated, and broadcasters and DPOs be allowed to execute market-based agreements, thus structuring their services and offerings based on their respective requirements, including negotiated discounts.
- We believe that to ensure orderly growth of the sector and safeguard consumer interest, it is essential that the eco-system be de-regulated. It is recommended that TRAI should move towards such de-regulation, allowing market forces to play out and ensuring that the terms of

agreements executed between service providers are strictly complied with, with financial disincentives brought in to address other regulatory violations.

We believe that such measures would help the orderly growth of the Broadcast and Cable Services.

For your kind consideration please

Thank you and regards

Neerja

\*\*\*\*\*

**Neerja Bhatia (Ms)**  
Deputy Director General

**Confederation of Indian Industry (CII)**  
The Mantosh Sondhi Center  
23 Institutional Area, Lodhi Road  
New Delhi 110003, India  
Email : [neerja.bhatia@cii.in](mailto:neerja.bhatia@cii.in)  
CII Helpline: +91 11 41193300