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Sent: Monday, 26 August 2013 8:27 PM
Subject: Distribution of TV Channels from Broadcasters to Platform Operators

Dear sir /Madam,
i also agree with the some consultation paper

1. there is huge distribution platform in tv channel broadcasting or day by day they are growing it would be tolerate the end point as well as they also outpace the monopoly to influenced by
2. yes they deploy no.of such channels that never beneficial to customer i.e some 24x7 telemarketing channels or else differentiate language channel that never match broadcasting reason languages & the same la karte rate is negotiated by mediator/distributor etc.
 1. (for example in X city actual viewer are 500000 , by media-pro , negotiate its by channel like 20000 viewers are -bouquet -1, -----bouquet -2 are 2200bouquet -3 are 1700bouquet -4 are 500 etc the negotiated interconnect agreement are 24400.by rate of every bouquet,) but actually there is 5 lac customer synchronized by 24400 only cause behind it there is no actual rating system in our country to know about the actual facts of viewers.
 2. only a tam rating agency in our country that only having entire country 9300 people meters.the same agency`s ground level personnel having influenced by some MSO`s & deploying meters as per .
3. Yes currently approx. 73% pay channel handled by only some distributors or they are manipulate distribution system in autocrat mode so we required some transparency model for heal it.
4. The mostly distribution agencies having GEC (favorable channels -Monopoly channels) are actually force to subscribe those certain channel bouquet that not apt to MSO/LCO as well as customer end also.if someone denied for subscribe the same then they warn him/her to unsubscribe / non renew/or denied to provide sale also as well as they said to bring some another MSO in same territorydue to the the same monopolistic behave or save his business almost MSO/LCO agree to subscribe it .so it should be also review & transparent with some observation like govt. agency online observation etc.etc.
5. To address the issue amend should be as per any transparent system like observation by TRAI or any equivalent agency that work to like TATA CONSULTANCY for working Passport department or else any there not influenced person are touch with the same agency or as in consultation paper also try to heal up it as below.
 - 1.

(1) The Broadcaster (and not the authorised distribution agency) shall publish its Reference Interconnect Offer (RIO) and enter into Interconnection Agreements with the distribution platform operators.

(2) If a broadcaster appoints a person as its authorised distribution agent, it shall ensure that---

(a) the authorised distribution agent does not change the composition of the bouquet formed by the broadcaster while providing it to the distributors of TV channels;

(b) the authorised distribution agent does not bundle bouquet or channels of the broadcaster with the bouquet or channels of other broadcasters. In other words, in case the authorised distribution agency represents more than one broadcaster, they shall not link offerings of the broadcasters they represent.

(c) while acting as an authorised distribution agent, such person acts for, on behalf and in the name of the broadcaster

- **Or finally we are appreciating the same step being forward by TRAI or again request for crash the current bouquet format & restructured only two bouquet 1-National Hindi ENGLISH 2-Reasonal -like south east north west- both should be reliable rates per customer compatible reach not as higher as now .**
- **thanks a ton again**

Rgds.

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