

# **DIGITAL ADDRESSABLE SYSTEMS**



**Vibhav Srivastava  
Advocate  
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# What is DAS ?

- **Digital Addressable Cable TV Systems (DAS) is a cable TV service, in which, TV channels are transmitted through cable TV network in digital and encrypted form.**
- **Main Components of DAS**
  - **Conditional Access System (CAS)**
  - **Subscriber Management System (SMS)**
  - **Set Top Box (STB)**
- **The Equipment must meet the technical requirements as given in schedule 1 of The Interconnection Regulations for DAS, 2012**
- **Ensures transparency**
- **Enables determination of the exact number of subscribers**
- **End to piracy**



# Benefits of DAS ?

- **Consumer**
  - **Better viewing quality and experience**
  - **Can subscribe to channels of their choice on A-la-carte or Package mode**
  - **Possibility of high definition and ultra high definition content**
  - **Value added services such as triple play with broadband, movies on demand, VAS etc.**
  - **Electronic Program Guide (EPG)**
  
- **Broadcasters, Multi System Operators and Local Cable Operators**
  - **Flexibility of Packaging of Channels**
  - **Accuracy of subscriber numbers and no under declaration**
  - **No more disputes of SLR (Subscriber Line Report) which was the main hurdle in execution/renewal of contracts between the parties in analogue regime.**



# Implementation of DAS in India

In terms of Section 4A of the Cable Television Networks (Regulation) Act, 1995, the Central Government has notified that DAS is to be implemented in the following 4 phases:



# Procurement of Permission to Operate In DAS

- **Rule 11A of the Cable Television Networks Rules, 1994, interalia provides that, “a distributor of TV channels in a DAS notified area must obtain permission from the Ministry of Information and Broadcasting for operating the DAS headend”.**
- **Procedure for Registration as a DAS MSO:**
  - **Application to be submitted comprising Form 2 & 6**
  - **Supporting documents as specified in Form 6**
  - **Affidavit confirming no pending criminal actions, etc.**
  - **Postal Registration Certificate from Post Office to recognize a DPO as a cable operator**
- **Rule 11 E provides for provisional permission from the MIB. Once Provisional permission is received from the MIB, a DPO can function as a DAS MSO.**



# What does the Regulation want ?

- **The customer should be given a copy of the bill and**
- **Bill should have package rate + service tax and entertainment tax (if applicable)**
- **Customer details/MSO details on the bill with help line number must be specified**
- **The customer has to be given a receipt of the payment.**
- **MSO to be charged a penalty of Rs 20 per customer if billing is not proper.**



# TRAI Guidelines

## DOs

1. Representatives should carry a valid ID when visiting customers/ subscribers premises.
2. Ensure that the customer seeking cable TV connection through DAS is given a Customer Application Form (CAF)
3. Share a surrendered application form with customer on request.
4. Ensure that all details are explained to the customers in detail.
5. Provide with a bill and payment receipt to every subscriber.
6. Publish & prominently display the toll-free consumer care number and contact number of the Nodal Officer for redressal of consumer grievances.
7. Set up a web-based complaint handling/monitoring system.
8. Conduct periodic consumer awareness programmes about Quality of Service (QoS) Regulation provisions for subscribers.

## DON'TS

1. Activate STB before entering the details of customer and his choice of channels.



# Dos & Don'ts for LCOs

## Dos

1. Register with Head Post Office before offering cable TV services.
2. Renew registration with Head Post Office every year.
3. Enter into an agreement with the MSO whose signal you will carry.
4. Give the completed CAF to the MSO for processing and retain one with yourself.

## DON'TS

- 1 Transmit cable TV service without valid registration as this is illegal.
2. Transmit cable TV signals to subscribers without proper written interconnection agreement with the MSO.





# Dos & Don'ts for MSOs

## Dos

- Register with the Ministry of Information & Broadcasting (MIB) as an MSO
- Enter into an agreement with LCO, if you are providing the cable TV service to subscribers through one or more LCOs.
- Ensure a copy of the agreement is handed to the LCO within 15 days from date of signing and receipt is duly acknowledged.
- Ensure that the T&C of the agreement conform to the TRAI regulations.
- Provide access to the relevant data in the Subscriber Management System (SMS) to all of your linked LCOs for the purposes of settlement of revenue shares in accordance with the agreement.
- Educate your linked LCOs about the various schemes you are offering for procuring a set-top-box (STB) by a subscriber and also the channel(s)/ bouquet(s) available on your network.
- Ensure that sufficient number of Customer Application Forms (CAFs) and Manual of Practice is available with your linked LCOs for distribution to the customers at the time of providing connection.

## DON'TS

- Provide cable TV services without valid registration as MSO as this is illegal.
- Provide cable TV signals to LCOs without a written interconnection agreement as this is illegal.
- Give pre-activated STB to any LCO or to any customer.



# Thanks !

