



*Telecommunication
(Broadcasting and Cable)
Services Standards of Quality
of Services and Consumer
Protection (Addressable
Systems) Regulations, 2017*

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Objectives

- To ensure protection of consumers interest
- To ensures orderly growth of the broadcasting & Cable sector
- To empower consumers to make informed decisions
- To bring transparency

Salient Features

- Regulations were published in the Official Gazette of India on 3rd March, 2017 and shall come into force after 180 days from the date of publication in the Official Gazette except few provisions with respect to Consumer awareness & information which shall come into force after 120 days from the date of publication in the Official Gazette.

These Regulations provides for:

- Common Framework for all DAS, DTH, HITS and IPTV.
- Choice of subscription to a-la-carte channels and bouquets of channels by subscribers have been simplified.
- Standardization of dissemination of information related to services offered by DPOs through a customer care programming service.
- Simplification of Consumer Application Form (CAF) and encouraging use of e-CAF.

QOS Regulations at Glance

- Every DPO shall provide services only after obtaining completely filled CAF form;
- One time installation charges and One time activation charges are also fixed at max @ Rs. 350/- and Rs. 100/- respectively;
- No DPO shall change the services of customer without receiving a request;
- DPO shall activate/deactivate services of customer within 72 hours from receipt of such request;
- DPO shall inform the customers about any change in nature of channel or discontinuation at least 15 days in advance;
- DPO shall not charge any amount for any channel not available on network shall reduce equivalent discounted distribution retail price of the channel from the subscription price if such channel was part bouquet;

QOS Regulations at Glance

- DPO shall not discontinue or modify any bouquet during Lock in period or where the customer has paid in advance; (all channels forming part of such bouquet shall be available on network)
- No introduction of new bouquet or discontinuation or modification of existing bouquet without giving 15 days prior written notice;
- Customer may choose to suspend the services for minimum one month period or multiple thereof by making a 15 days prior written request to its LCO or DPO;
- In case customer faces disruption of signals beyond 72 hours, DPO/LCOs shall reduce the charges by an amount equivalent to the proportionate DRP and network capacity fees for such channels for entire period of disruption.

QOS Regulations at Glance

- DPO shall subject to technical and operational feasibility relocate the connection within 7 days from receipt of such request; the DPO shall not charge more than twice the amount of installation charge where dismantling of outdoor unit is required and charge more than the amount of installation charge where dismantling of outdoor unit is not required;
- In case of or preventive or maintenance services, DPO/LCO shall give at least a three days prior notice to customer; DPO/LCO shall not disconnect broadcasting services of customer without giving 15 days prior written notice indicating reasons (through SMS or scrolls); similarly customer may request for disconnection of broadcasting services;

QOS Regulations at Glance

- Disconnection notice may be send through E-Mail, B-Mail and any other methods as may be deemed appropriate.
- DPO shall continue to provide the services without increasing the subscription charges and without altering other terms of subscription to the disadvantage of subscriber; In case of lock in period or for the period where the customer has paid in advance;

Chapter IV: Billing and Payment

- Every DPO/LCO shall offer services on either prepaid or post paid basis or both;
- In case of post paid subscriber, bills shall be generated through Subscriber Management System and billing cycle i.e. calendar month and shall contain the itemised details of network capacity fees, rental charges for CPE; charges for pay channel or bouquets; any other charges and taxes.
- Every DPO shall either directly or through LCO shall deliver the bill to subscriber within 15 days from the end of billing cycle and issue receipt for every payment made by the subscriber and records to be maintained for last six months on the website. Also, provide log in access to the subscribers to their accounts.

Chapter IV: Billing and Payment

- In case of Postpaid billing, it shall be permissible for the DPO to generate bills either in its own name or in the name of LCO, as agreed under the Interconnection Agreement
- In case of Prepaid bills, the billing cycle shall be 30 days from date of activation of services and bill shall mention details such as network capacity fees, rental charges for CPE; charges for pay channel or bouquets; any other charges and taxes.
- In case of Prepaid billing, DPO or LCO shall acknowledge receipt of every payment made by the customer; and records to be maintained for last six months on the website. Also, provide log in access to the subscribers to their accounts.

Chapter V: Customer Premises Equipment

- Every DPO shall provide subscriber with Set Top Box conforming to standards set by BIS; either under outright purchase or rental scheme or any other bundled scheme;
- Every DPO shall publish details of Set Top Box along with schemes and other terms and conditions on its website and customer care programming services;
- Under the outright purchase scheme, DPO/LCO shall specify Retail price and offer STB with minimum one year guarantee/warranty;
- In case of monthly rental scheme, DPO/LCO shall specify monthly rental amount & other terms and conditions; and shall be responsible for maintaining CPE in good working condition to ensure uninterrupted services for a minimum period of 3 years.

Chapter VI: Customer Care and Complaint Redressal

- Every DPO before providing broadcasting services establish a customer care centre which shall include toll free number accessible between 08:00 to 22:00, 7 days a week providing services in regional language besides Hindi & English;
- DPO shall at all times maintain IVRS system and web based complaint management system;
- Every DPO shall appoint one or more nodal officers for every state for addressing complaints of customer; nodal officer shall register every complaint, issue an acknowledgement and indicate the unique complaint number , further redress such complaint within 10 days from the date of receipt of complaint.
- The Authority may refer complaints to DPO in case of generic complaints or violation of regulation or the Act shall be redressed within 30 days and revert with response to TRAI 7 days.
- Records of complaints shall be kept for a minimum period of 3 months from the date of resolution

Ch.VII: Publicity of Information and Consumer Awareness

- DPO shall establish & maintain a website for publicity of information related to broadcasting services;
- DPO shall dedicate a local channel under the name of customer care programming service with a unique number for dissemination of information as required under the provisions of regulations; this channel should be widely publicise;
- Every DPO shall conduct public awareness campaign for apprising customers about the salient features of these regulations
- Every broadcaster shall publicise its maximum retail price of pay channels and bouquets though website and scrolls;
- Prohibition of on screen displays for better viewing.

Chapter VIII: Miscellaneous

- Every DPO/ Broadcaster shall maintain technical standards as per the relevant standards;
- Every DPO shall display all channels available on its platform in its electronic programming guide and each channel shall be placed under respective genre;
- Every DPO shall mention price of channel under EPG in case of pay channels and mention free in case of free to air channels;
- Every DPO/Broadcaster shall appoint a compliance officer who shall be responsible generating awareness; reporting the authority and ensuring proper compliances;
- Every DPO/LCO shall issue proper ID cards to its representatives and protect personal information of its customers.

*THANK
YOU*