

“Growth of broadcasting & cable sectors in India & Challenges ahead”

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“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so”

- Mahatma Gandhi

Journey since inception

- Country has grown in reach of TV homes from 2mil cable homes to 120million over last 15 years
- Demand for information & entertainment has grown at a rapid pace
- Today's generation moving up in the hierarchy of need
- Legal framework came into existence to protect the interest of consumer
- Growth in Television industry is inevitable

Dispute Resolution - TDSAT

- Forum for all stakeholders to get faster resolutions
- The extraordinary growth in Industry leads to imbalance and hence disputes
- All stakeholders irrespective of size have a forum to approach

Enablers of the Indian Cable industry

- Consumer interest to be the focal point
- Opening up of industry by bringing competition, diversity, quality and fair price
- Value to customer is the key
- Valuable content discourages constraints
- Protectionism doesn't help
- Equitable platform to every player

Disablers of the Indian Cable industry

- “Must provide clause”
 - No reciprocity with Must Carry
- Price freeze for all stakeholders
 - QoS
 - Investments
- Switch off signals vs. balance of customer interest – “No punitive power to collect debts”
- Non-discriminatory clause
 - Discrimination vs. differentiation
 - No values will be attached to the uniqueness in Digital Platforms
- Protection of IPR
- Inequitable balance of power amongst stakeholders – Non Cas Pricing

Price freeze at consumer level

- Market forces to determine prices
 - With multiple delivery platforms
 - Increased competition between platforms and content suppliers
- Cable operators should be incentivised to provide better service
- This way entire value chain will be benefited

Anti-Piracy

- Switch off for piracy should be reduced from the current 21 days limit
- Piracy provisions should be applicable for all stakeholders

It is our responsibility to bring organized growth to TV industry, where all stakeholders derive a legitimate share of value.

Thank you