

Telecom Regulatory Authority of India

**Regulation of Broadcasting &
Cable TV Services**

**TDSAT Seminar on Dispute Resolution & Redressal of
Consumers' Grievances**

Ranchi : 22.11.2008

Regulatory Framework for Broadcasting in India

- **Ministry of Information & Broadcasting**
 - Policy, Licensing of broadcasting sector, Content regulations, spectrum allocation
- **TRAI**
 - Regulator for tariff, interconnection, quality of service
- **TDSAT**
 - Dispute settlement (original jurisdiction)
 - Appeals

Telecom Regulatory Authority of India (TRAI)

- Created by an Act of Parliament, Telecom Regulatory Authority of India Act, 1997.
- Broadcasting sector came under purview of TRAI in 2004
- Carriage regulation is done by the Telecom Regulatory Authority of India
- Content regulation is still done by the Ministry of Information & Broadcasting, Government of India

Functions of TRAI

Apart from recommendatory functions, the mandatory functions of TRAI are –

- Tariff
- Interconnection
- Quality of Service

Sector as a whole

- Total Cable & Satellite Households - 82 Million
- Registered Private Satellite TV channels - 370
- Number of Multi System Operators ~6000
- Number of Cable Operators ~60,000
- 2 HITS permission holders
- Conditional Access System for cable services mandated in 4 cities - around 0.7 M STBs deployed
- Terrestrial Television Broadcasting by Doordarshan through its 1500 transmitters and 66 Studio centres across the country serving 40 Million Households
- 5 Private DTH Operators operational apart from Doordarshan
- 236 private FM radio stations apart from All India Radio
- 35 community Radio Licences
- One Satellite radio Operator

Applicable Instruments

- Cable Television Networks (Regulation) Act, 1995 as amended
- Cable Television Networks Rule 1994 as amended
- Telecom Regulatory Authority of India Act, 1997 as amended

Others

- Prasar Bharti (Broadcasting Corporation of India) Act 1990 as amended
- Sports Broadcasting Signal (mandatory Sharing with Prasar Bharati) Act, 2007
- Policy Guidelines for uplinking from India
- Policy Guidelines for downlinking of Television Channels
- Guidelines for obtaining DTH license ..and so on

Different mode of receiving signals

- Through Cable TV
 - Analog – un addressable
 - Digital- Addressable
- Through Terrestrial Transmission
- Through DTH
- Through IPTV

Need of the Consumer

- The three dimensions of the services
 - Availability of platforms, contents
 - Affordable price
 - Acceptable quality

Steps by TRAI

The steps taken by TRAI to implement its functions on

- Tariff
- Interconnection
- Quality of Service

Tariff

Initiative taken by TRAI

Non CAS Areas

- Cap on monthly cable charges prescribed
 - in non- CAS areas
 - On a-la-carte prices of channels for CAS areas
- Limits prescribed for relationship between a-la-carte and bouquet prices by broadcasters

Ceiling for non-CAS Area

Serial number (1)	Number of pay channels and Free to Air channels (FTA) to be transmitted or re-transmitted through the cable television network. (2)		Maximum amount of charges payable by a subscriber per month for first television connection (exclusive of all taxes) for Pay channels and Free to Air channels mentioned under column (2) (3)		
	Pay channels. 2(a)	Free to Air channels. 2(b)	A-1 and A Class cities. 3(a)	B-1 and B-2 Class cities. 3(b)	Other areas. 3(c)
1.	No pay channel	minimum 30 FTA channels	Not exceeding Rs 77/- only.	Not exceeding Rs 77/- only.	Not exceeding Rs 77/- only.
2.	Upto 20 pay channels.	minimum 30 FTA channels	Not exceeding Rs 160/- only.	Not exceeding Rs 140/- only.	Not exceeding Rs 130/- only.
3.	More than 20 and upto 30 pay channels.	minimum 30 FTA channels	Not exceeding Rs 200/-only.	Not exceeding Rs 170/- only.	Not exceeding Rs 160/- only.
4.	More than 30 and upto 45 pay channels.	minimum 30 FTA channels	Not exceeding Rs 235/- only .	Not exceeding Rs 200/- only.	Not exceeding Rs 185/- only.
5.	More than 45 pay channels.	minimum 30 FTA channels	Not exceeding Rs 260/- only.	Not exceeding Rs 220/- only.	Not exceeding Rs 200/-only.

Initiative taken by TRAI

-Contd.

CAS Areas

- Tariff order on
 - Pricing of Basic Service Tier (Rs. 77 p.m. + taxes)
 - Pricing of Pay Channels (Ceiling of Rs. 5 per channel per subscriber per month) along with channels available on a-la-carte basis
 - Standard Tariff Packages for renting of Set Top Boxes (I. Rs. 999 + Rs. 30 p.m. and
II. Rs. 250 + Rs. 45 p.m.)

Quality of Service

Quality of Service Regulations

- Regulation on Quality of Services for CAS areas
- Regulation on Quality of Service and Redressal of Grievances for DTH

QoS for cable services in CAS Areas

- Regulation on Quality of Service for CAS areas on
 - ✓ Connection - within two working days of the completion of the formalities
 - ✓ Disconnection - written notice of at least 15 days
 - ✓ Shifting - five working days from the date of request
 - ✓ Complaints
 - At least 90% of "No Signal" calls received shall be corrected within 24 hours
 - At least 90% of all other types of complaints shall be corrected within 48 hours
 - ✓ Billing related complaints - To be addressed within 7 days of notice

QoS for cable services in CAS Areas - Contd.

- Regulation on Quality of Service for CAS areas on (Contd.)
 - ✓ STB related complaints - repair or replacement, within 24 hours of receipt of the complaint
 - ✓ Change in positioning of channels - 3 days advance notice to subscribers
 - ✓ Public Awareness Campaign - MSOs were required to carry out a public awareness campaign about the salient features of the provisions contained in the QoS regulation for CAS areas
 - ✓ Taking the channel off air - 3 weeks notice is must either by an advertisement in 2 local newspapers, or by running a scroll in the relevant channel

QoS for cable services in non-CAS Areas

- Issuance of monthly **bill** and proper **receipt**
- Bill should contain **number of FTA and Pay channels**
- Provide **information** regarding change of channels in cable service to the customers
- Taking the channel off air – notice is must by an advertisement in 2 local newspapers, and also may inform by running a scroll in the relevant channel

QoS Regulations for DTH Services

- Connection, disconnection, transfer and shifting of cable services
 - ✓ The DTH operator will devise the format for application form, and will assign a customer identification number to to each such application received.
 - ✓ Provide connection to every person subject to technical and operational feasibility application received
 - ✓ A time limit of 5 working days has been prescribed for complying with requests relating to shifting, disconnection and reconnection.

QoS regulations for DTH Service(*contd.*)

- Complaint handling and redressal
 - ✓ Establish Call centre with toll-free number
 - ✓ Complain to be assigned a docket number by call centre
 - ✓ 90% call of no signal within 24 Hrs, other complaints within 48 Hrs, no complaint remain beyond 5 days
 - ✓ All billing complaints to be resolved within 7 days
 - ✓ Nodal office to be appointed for each state for redressal of grievances of those subscribers who are not satisfied with the redressal at call centre level. , redressal of the grievances within 10 days of registering of the complaint.

QoS regulations for DTH Service(*contd.*)

- Plans and Billing related
 - ✓ The subscription package offered to a subscriber will not be changed for 6 months. However, the subscriber can opt out of a particular package for any other package at any time.
 - ✓ Post paid subscribers, if any, will be issued bills containing details such as charges for subscription package, value added services, customer premises equipments, taxes etc.
 - ✓ Provision of itemized usage charges to pre-paid subscribers on demand on a reasonable cost

QoS regulations for DTH Service(*contd.*)

- customer premises equipments (CPEs) related
 - ✓ schemes to offer CPEs to its subscribers on outright purchase basis, hire-purchase basis and rental basis. Scheme for refund in case of hire-purchase
 - ✓ set top box (STB) not to be disabled if the subscriber has opted out of his service, and there are no dues
- Taking the channel off air
 - ✓ DTH operator will give notice for discontinuing a channel

Interconnection

Initiative taken by TRAI

Interconnection

- Broadcasters “must provide” content on non-discriminatory terms
- Broadcasters to provide all channels on a-la-carte basis to cable and DTH platforms
- Limits prescribed for relationship between a-la-carte and bouquet prices by broadcasters
- Broadcasters directed to provide channels to DTH through RIO at reasonable rates

Steps taken by TRAI on the digitalization of the services

- Facilitated successful roll out of addressable digital cable services (CAS) in the notified areas of Delhi, Mumbai & Kolkata by laying down appropriate regulatory framework.
- An expert group was formed by TRAI on digitalization and introduction of voluntary CAS for extension of CAS to 55 more cities in a well defined time frame. The report of the group was forwarded to the Government for further action.
- Recommended opening up of Terrestrial TV transmission for Private Sector and to allow both analogue and digital transmission.
- Recommended a national plan for digitalization of cable television, by March 2010, on a voluntary basis.

Other initiatives

- Recommended a framework for “head-end in the sky (HITS)” which would enable digitalization of cable transmission with addressability for the whole country at one go.
- Recommendations on IPTV, and on Mobile TV
- The tariff ceilings for non CAS areas have not been made applicable to cases of transmission or retransmission of channels through cable television network using addressable systems, which therefore becomes an incentive for digitalization.
- Recommendations on restructuring of cable TV sector, which mandates compulsory digitalisation within five years.

Thank you
(visit at : www.trai.gov.in)