

Digital Addressable Systems

Implementation of DAS

- ▶ The Government has mandated that the cable TV transmission would be done through digital addressable system only. The switch over is being done in a phased manner in 4 phases.
- ▶ Phase I and Phase II areas covering National Capital Territory of Delhi, Municipal Council of Greater Mumbai area, Kolkata Metropolitan area, Chennai Metropolitan area and 38 cities having population more than 10 lakhs have been completed.
- ▶ In Phase III ,all urban areas are to migrate to DAS by 31st December, 2015.
- ▶ Phase IV rest of India by 31st December, 2016.

What is a Digital Addressable System?

- ▶ 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)

Benefits of DAS

- ▶ Consumer
 - ▶ Digital Signals have much better quality
 - ▶ Can subscribe to channels of its choice
 - ▶ Possibility of high definition and ultra high definition content
 - ▶ Value added services such a triple play with broadband, movies on demand, etc.
 - ▶ Electronic Program Guide (EPG)

Benefits of DAS

- ▶ Broadcasters, Multi System Operators and Local Cable Operators
 - ▶ Flexibility of Packaging of Channels
 - ▶ Accuracy of subscriber numbers
 - ▶ No more disputes of SLR (Subscriber Line Report) which was the main hurdle in execution/renewal of contracts between the parties in analogue regime.

Rights and duties of Distributers of Signals

- ▶ Receive signals of a broadcaster on non-discriminatory basis (Cl.3.2)
- ▶ Should not default on payments.
- ▶ Must Provide 21 DD , Gyan Darshan, Lok Sabha and Rajya Sabha Channels.
- ▶ Establish a complaint centre where the service related complaints and service requests can be placed.
- ▶ Cannot change the composition of subscription package, subscribed by a subscriber, during first 6 month of the subscription or during the entire period, if subscription amount has been paid in advance by the subscriber.

Rights and duties of the Distributors of Signals (MSO/LCOs)

- ▶ Give rebate equal to the a la carte rate of a channel discontinued or offer a channel of same genre and language if acceptable to the subscriber.
- ▶ Subscriber on its part should give prior notice of disconnection, safeguard the CPE and not indulge in piracy.

Regulatory Framework

The regulations/Tariff Orders applicable for DAS.

- (a.) The Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order, 2010 dated 30th April, 2012, as amended from time to time;
- (b.) The Telecommunication (Broadcasting and Cable Services) Interconnection (Digital Addressable Cable Television Systems) Regulations, 2012 dated 14th May, 2012, as amended from time to time;
- (c.) Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012 dated 14th May, 2012;
- (d.) Consumers Complaint Redressal (Digital Addressable Cable TV Systems) Regulations, 2012 dated 14th May, 2012;
- (e) The Telecommunication (Broadcasting and Cable) Services (Fifth) (Digital Addressable Cable TV Systems) Tariff Order, 2013 dated 27th May, 2013.

These Regulations are available on TRAI website www.traai.gov.in.

Thank You