



# Regulatory changes and mechanism in QoS

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# What is QoS (Quality of Services)?

- ▶ Lays down service standards in the cable industry
- ▶ Lays down the parameters of quality while providing services
- ▶ Service performance – satisfaction of a user and performance of network in conformity with the stipulated norms.
- ▶ Main indicator of the performance of the service provided and the satisfaction of the consumers, based on different parameters.
- ▶ Broadly cover the aspects relating to:
  - Connection, disconnection, transfer and shifting of cable and satellite TV services;
  - Consumer complaint handling and redressal;
  - Consumer billing procedure and handling of billing related complaints;
  - STB related issues and handling complaints thereof;
  - Technical parameters to be adhered to by the service providers.

# TRAI Regulations on QoS & Amendments thereof

## **CAS:**

- ▶ Regulation on The Standards of Quality of Service (Broadcasting and Cable services) (Cable Television - CAS Areas) Regulation, 2006 dated August 23, 2006;
- ▶ This Regulation is not applicable as CAS was withdrawn.

## **DTH:**

- ▶ The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) Regulations, 2007 dated October 31, 2007;
- ▶ The Direct to Home Broadcasting Services (Standards of Quality of Service and Redressal of Grievances) (Amendment) Regulations, 2009 dated March 12, 2009.

## **Non-CAS:**

- ▶ The Standards of Quality of Service (Broadcasting and Cable Services) (Cable Television – Non-CAS Areas) Regulations, 2009 dated February 24, 2009;
- ▶ Not applicable as Digital Addressable System has been implemented in the whole of India, *w.e.f.* April 1, 2009.

# TRAI Regulations on QoS

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### Digital Addressable System (DAS):

- ▶ Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012 dated May 14, 2012;
- ▶ The Standards of Quality of Service (Digital Addressable Cable TV Systems) (Amendment) Regulations, 2015 dated March 25, 2015;
- ▶ The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 dated March 3, 2017, operation stayed by the High Court of Delhi in W.P. (C) No. 4091 of 2017, vide Order dated August 29, 2017.

# TRAI Regulations on QoS

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## General/Others:

- ▶ Consumers Complaint Redressal (Digital Addressable Cable TV Systems) Regulations, 2012 dated May 14, 2012;
- ▶ Standards of Quality of Service (Duration Of Advertisements In Television Channels) Regulations, 2012 dated May 14, 2012, amended on March 22, 2013;
- ▶ Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations, 2013 dated March 22, 2013, operation stayed by High Court of Delhi in W.P. (C) No. 7982 of 2013, vide Order dated December 17, 2013.

# The DTH Broadcasting Services (Standards of Quality of Service & Redressal of Grievances) (Amendment) Regulations, 2009 dtd. March 12, 2009

## Notable Features:

- ▶ Operators to compulsorily offer Customer Premises Equipment (CPE) on outright purchase or hire purchase or rental basis to its subscribers.
- ▶ Obligation on distributor to provide repair and maintenance of DTH CPE.
- ▶ Establishment of a 24 x 7 call centre by DTH operators for registering of complaints.
- ▶ Appointment of nodal officer(s) for each state.
- ▶ No increase of subscription charges for first 6 months.
- ▶ DTH operator to give notice for discontinuing channel/ disconnecting subscriber.
- ▶ No charges, other than rentals for CPE, in case the connection is suspended on the request of the consumer for a period of minimum 1 month to maximum 3 months.

# The Standards of Quality of Service (Digital Addressable Cable TV Systems) Regulations, 2012

## Notable features:

- ▶ MSOs to offer services with both pre-paid and post-paid payment options.
- ▶ No charges, other than rentals for STB, in case the connection is suspended on the request of the consumer for a period of minimum 1 month to maximum 3 months.
- ▶ Prior notice of a minimum of 15 days to be given for disconnection.
- ▶ Minimum warranty of 1 year to be provided for set top boxes acquired by the consumer under outright purchase scheme.
- ▶ MSO to have a website giving details of services being offered, rates of services being offered.
- ▶ Technical parameters to be adhered by the service providers.

# The Consumers Complaint Redressal (Digital Addressable Cable TV Systems) Regulations, 2012

## Notable features:

- ▶ Operators to establish a complaint centre in his service area for:
  - ▶ redressal of complaints; and
  - ▶ addressing service requests of consumers.
- ▶ The consumer care number to be toll free and to be widely publicized.
- ▶ Operators to establish a web based complaint monitoring system to enable the consumers to monitor the status of their complaints.
- ▶ Operators to appoint or designate one or more nodal officers in every state where it is providing services.
- ▶ Operators to publish a consumer's charter for Digital Addressable Cable TV systems providing all necessary details with respect to the services being provided by them.



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

## Notable Features:

- ▶ Distributor to set up and operationalize SMS and CAS.
- ▶ Distributor to set up website and customer care number. Log-in access to the subscribers for their account
- ▶ Distributor to provide signals of channels to a subscriber within 7 days of receipt of request, subject to technical and operational feasibility.
- ▶ Distributor to create electronic/ hardcopy Consumer Application Form (CAF), in Hindi, English and regional language of the area of operation of the Distributor/ affiliate LCO, containing/ seeking such information as is specified in Schedule I.
- ▶ Distributor shall not change the subscribed services by a subscriber without receiving specific request.
- ▶ CPE shall be offered either on Outright Purchase basis or on Rental basis or on any bundled scheme format.

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- ▶ Distributor shall activate/ deactivate requested channels/ bouquets (available on its platform) to a subscriber *within 72 hours* of receipt of a request from the subscriber.
- ▶ Distributor to inform about any change in the nature or discontinuation of any channel to its subscribers at least 15 days in advance by running scrolls.
- ▶ No discontinuation/change in any bouquet during the lock-in period.
- ▶ No subscription fee to be charged if the pay channel/ bouquet becomes unavailable.
- ▶ Distributor shall inform to its subscribers at least 3 days in advance in the event of preventive maintenance.
- ▶ Distributor shall be responsible for maintenance of the CPE under the rental and/ or bundled scheme for a period of minimum 3 years.
- ▶ A unique number (Docket Number) for each complaint.
- ▶ The Subscriber shall be informed about the details of Nodal Officer.

# Major changes in the mechanism

DTH	Non CAS	DAS
<ul style="list-style-type: none"> <li>• CPE to be offered on outright purchase or hire purchase or rental basis to its subscribers</li> <li>• Appointment of nodal Officer</li> <li>• Notice of discontinuation</li> </ul>	<ul style="list-style-type: none"> <li>• Time limit of 7 days for providing connection/ disconnection/ reconnection</li> <li>• Compulsory technical standards including good quality measurable signal strength at subscriber's end</li> </ul>	<ul style="list-style-type: none"> <li>• Both pre-paid, post paid payment options</li> <li>• Prior notice of minimum 15 days for discontinuation</li> <li>• Warranty on STBs</li> <li>• Websites to be maintained by the distributors</li> <li>• Log-in access to be given to the subscribers</li> <li>• Activation/ deactivation within 72 hours of request by subscriber</li> <li>• Distributor's responsibility for maintenance of CPE under rental and/ or bundled scheme for a period of 3 years</li> </ul>

# Way forward



- ▶ Identification of Distributor
- ▶ Identification of the varied areas of improvement and further regulations needs to be reviewed by TRAI from time to time.
- ▶ Consumer protection as the primary focus for any change in the regulatory framework.
- ▶ Strict implementation of QoS.
- ▶ The primary task for addressing the concerns related to the quality of service provided to the consumer and his right to have access to a clean, effective and affordable services at all times can only be achieved with collective efforts of all the stakeholders.

**THANK YOU !!!**