

**Seminar by TDSAT on
“Digitisation in Broadcasting and Cable
Services – Achievements, Issues and Way
forward”**

Chandigarh, 20th May 2017

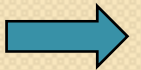
Presentation on
**“Paradigm for reduction of Conflict &
Orderly Growth of the Sector”**

by

Ministry of Information & Broadcasting

Emergence of Cable TV networks in India

- For years, Doordarshan used to be the only broadcaster in India for TV programmes
- This was the main source of entertainment at homes
- Coverage of DD was not only limited to few areas but transmission used to be only for few hours a day and that too of only one channel at a time
- Cable television came into existence in India in 1983 when Doordarshan started its services through cable in rural areas of Rajasthan.
- At the commercial level, in 1989 a few entrepreneurs set up small cable TV networks with local video channels showing movies & music videos after obtaining rights from film & music distributors.



Emergence of Cable TV networks in India Contd...

- Cable networks in India started mushrooming in early 1990s, spurred by major international events like the Gulf War and the growth of homegrown media companies.
- Cable TV started gaining popularity as they were providing a variety of TV programmes, including coverage of local events and popular movies, practically throughout the day
- There were no rules and regulations for taking action against the cable operators for showing objectionable content

Cable TV Act in 1995

- To regulate the operation of cable TV networks, Govt notified the Cable Television Networks (Regulation) Act 1995 and framed Cable Rules thereunder
- Cable operators were mandated to operate:
 - Only after registration
 - Carry programmes conforming to 'Programme Code' and advertisement as per 'Advertisement Code'
- Notified Authorised officers & gave them powers to take action against defaulters

Regulations by TRAI

- To regulate the operation of cable TV networks, TRAI notified:
 - Interconnection Regulations
 - Quality of Service Regulations
 - Tariff Order

Private Satellite TV channels

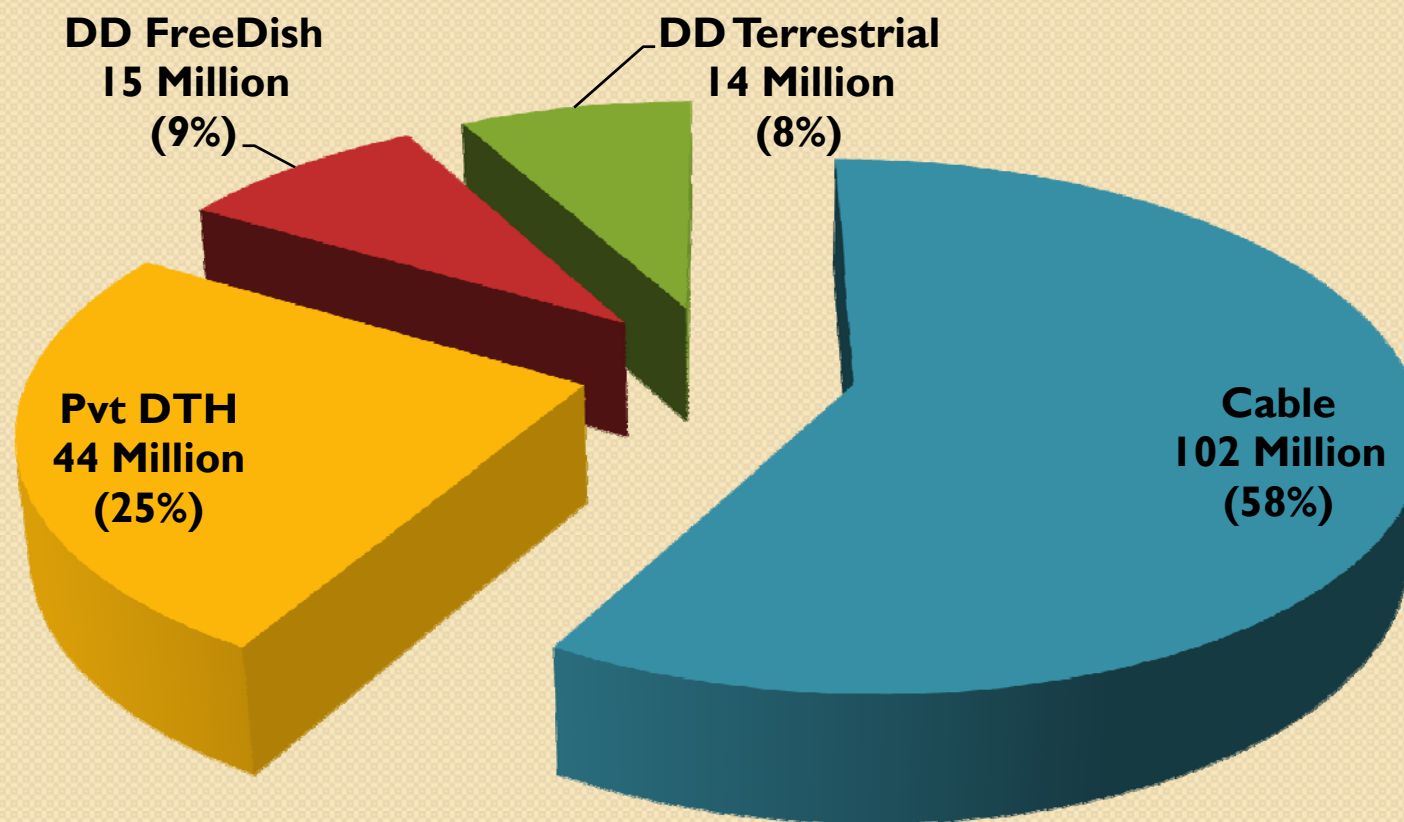
- First private satellite TV channel in India was permitted to uplink in the year 2000 from Indian soil
- Before this the private TV channels were uplinked only from foreign shores
- With the growth in the Media and Entertainment sector, the demand for uplinking/ downlinking of TV Channels from India increased manifold
- 190 channels were permitted for unlinking by 2006

Emergence of DTH in India

- Direct To Home (DTH) services were permitted, under the Policy Guidelines on DTH services, on 15.3.2001
- 1st DTH service came in India in 2003
- DTH has certain technical advantages over cable operations
 - An addressable system and covers the entire country
 - Carry a large number of television channels
 - better technical quality as transmission is in digital,
- There were 3 DTH operators by 2006, which became 6 by 2007
- DTH started gaining popularity due to these advantages

Nature of delivery platform

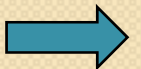
(Total 175 Million TV homes)



• Source: FICCI- KPMG Report 2016

Issues emerged due to transmission in analogue mode

- Alleged under-reporting of cable connections resulted:
 - Disputes between private broadcasters & cable operators on subscription payments
 - Higher dependence on advertisement, rather than subscription, revenue by private broadcasters
 - Arbitrary fixation of amount of Entertainment Taxes by State/UT Govts
- Large carriage fees due to limited channel carrying capacity



Issues emerged due to transmission in analogue mode

Contd...

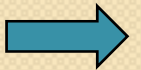
- Piracy of signals
- Capacity constraints faced by cable operators due to exponential growth of TV channels
- Lack of choice to the consumers
- Challenge faced by cable operators from DTH due to poor quality of analogue cable transmissions

Introduction of Conditional Access System (CAS)

- CAS introduced in 2002 by making amendment to Cable TV Act 1995
- Empowered the Government to make it obligatory for every cable operator to transmit or retransmit programme of any pay channel through an addressable system
- A set top Box (STB) was required by cable users to receive pay channels which were to be fed through CAS
- No STB was required to receive free-to-air channels only which could continue to be carried in analog
- CAS scheme was introduced in 4 metro cities

Failure of CAS System

- CAS scheme failed due to:
 - Estimated 67 lakh TV households in 4 metros could not become CAS enabled within 6 months
 - Non-availability of STBs at an affordable price to the subscriber
 - Unwillingness of broadcasters to enter into agreements with MSOs for providing signals for CAS region and similar problem between MSOs & LCOs
 - LCOs were worried as transparency in subscriber base would mean increased payoffs to MSOs and the Government



Failure of CAS System Contd...

- CAS scheme failed due to:
 - No effort was made on the part of any player to educate the consumer about the benefits and justification of switchover
 - MSOs, who had invested in setting up digital head-ends and stocking STBs, were most adversely affected and they sought court interventions which complicated the matter further
 - Piracy of pay channels as some of these channels were being transmitted in analogue too

Introduction of Digital Addressable System (DAS)

- CAS scheme was replaced with DAS in 2011:
 - Only digital encrypted signals, pay as well as FTA, on cable networks
 - Implementation in 4 phases
 - Authorised officers empowered to seize equipment of operators who continue to provide analogue signals even after notified cutoff date(s)

Digital Switchover – A Snap Shot

- **TRAI Recommendations (5.8.2010)** - Implementation of Digital Addressable Cable Systems (DAS)
- **Cabinet approval on digital transition** - 13.10.2011
- **Cable Television Networks (Regulation) Act 1995 amended in 2011** - Provides enabling framework for the digital switch-over
- **Notification for phased implementation of DAS** issued – 11.11.2011
- **Regulations on Reference Interconnect agreements, standards of quality of service and tariff order** by TRAI issued – 30.04.2012

Notified switchover dates

Phases	Areas to be covered	Originally notified dates	Revised notified dates
I	4 metro cities of Delhi, Mumbai, Chennai & Kolkata	30 th Jun 2012	31 st Oct 2012
II	38 cities (having population more than 10 lakh)	31 st Mar 2013	31 st Mar 2013
III	Remaining urban areas	30 th Sept 2014	31 st Jan 2017
IV	Rest of India	31 st Dec 2014	31 st Mar 2017

Status of implementation of DAS

- As a facilitator, M/o I&B had:
 - Constituted Task Force, which was meeting regularly
 - State and district level nodal officers were got nominated for coordination and conducted orientation workshops for them
 - Mounted public awareness campaign in electronic and print media, with the help of all stakeholders
 - Started a Toll Free multi-lingual helpline (1800 180 4343)
 - Created an exclusive website (DigitalIndiaMIB.com)
 - Developed a Management Information System (MIS) for reviewing the progress
 - Created 12 regional units for coordination
- Entire country DAS enabled w.e.f 1.4.2017

Authorised Officer

As per Sec 2 of the Cable Act, Authorised officers means, within local limits of jurisdiction:

- District Magistrate, or
- Sub-divisional Magistrate, or
- Commissioner of Police

Power to seize equipment

Section 11

Authorised officer has power to **seize equipment** being used by cable operator if following provisions **are being contravened:**

- **Sec 3** (Operation without Registration)
- **Sec 4A** (Carrying analog signals after cutoff dates)
- **Sec 5** (Violation of Programme code)
- **Sec 6** (Violation of Advertisement code)
- **Sec 8** (Not carrying notified mandatory channels)
- **Sec 9** (Supplying sub-standard STBs) or
- **Sec 10** (Don't permit to carry out inspection)

Standards of Quality of Service by TRAI

- Every MSO or his linked LCO, is required to:
 - Establish a **complaint centre**, in service area
 - Establish **toll free consumer care number** & **widely publish** it
 - Establish **web based complaint monitoring system**
 - Appoint **nodal officers** in every state of service
 - Publish **consumers' charter** providing details of services being provided

District level Monitoring Committees to ensure compliance of Programme Code

- State Governments have been advised to constitute district level Monitoring Committees, under the chairpersonship of the District Collector, to:
 - examine the complaints of violations of Programme codes
 - Also to sue motto carry out monitoring

Monitoring by Officers of Doordarshan to ensure carriage of Mandatory Channels

- Officers from Doordarshan are monitoring to ensure that cable operators carry all mandatory channels and in proper genres
- Report of defaulters are being sent to Authorised officers for taking action

Transmission of only registered channels

Rule 6(6)

No cable operator shall carry or include in his cable service any television broadcast or channel, which has not been registered by the Central Government for being viewed within the territory of India

Action against defaulting cable operators by Authorised Officers

- Ministry of I&B:
 - Conducted workshops and issued letters on the powers of Authorised Officers
 - Issued Advisories to all District Magistrates to take action against defaulting cable operators

Information to be publicised by cable operators

Section 4A (5)

It is obligatory for every cable operator to publicise the prescribed information including but not limited to subscription rates, standards of quality of service and mechanism for redressal of subscribers grievances in such manner and as periodic intervals as may be specified by the Central Govt or the Authority for the benefit of the subscriber

Impact

Available data indicates
very good positive impact
of digitisation for all stakeholders

Customers

Wide choice

- From just about 70-80 to over 300 channels
- Pay for what you want to watch
- Multi-lingual audio
- 25 DD/Lok Sabha/Rajya Sabha & IGNOU channel
- HD channels
- Regional channels

Quality

- Clear and enhanced video & audio

Better Viewing

- Sophisticated user interface (EPG)

Stage set for

- Broadband services
- Interactive gaming/ interactive content
- Better Grievance Redressal Mechanism

Government

- **Greater Transparency**

Enhanced inflow of Entertainment Tax due to accurate reporting of subscribers

- **Enhanced Economic Activity & Growth**

Laying/replacement of cables, installation of digital head-ends, manufacturing/repair of STBs etc

- **Employment Potential**

Content Generation for increased TV channels

- **Broadband Connectivity**

Digital cable operators can also be potential high speed Broadband Service Providers on cable network

Increase in ET collection (Rs in Lakh)

States	Financial years			
	2012-13	2013-14	2014-15	2015-16
Bihar	19.16	18.61	238.44	292.42
Gujarat	796.63	899.31	993.64	1091.12
Jharkhand	100.41	1000.27	1500.38	1600.17
Karnataka*	281.48	569.44	1085.96	1261.92
Maharashtra*	9145.72	9023.47	12733.89	13775.32
Mizoram	43.82	48.17	97.83	77.13
Rajasthan	-	1389.00	5145.01	10107.07
Tripura	53.40	63.19	69.90	267.23
UP	4775.08	5979.33	7869.06	8732.85
Uttarakhand	2312.50	2341.87	2525.74	2895.82
West Bengal	901.41	1921.26	3830.10	4681.30
Total	18429.61	23253.92	36090.63	44782.35

No ET in Haryana, HP, J&K, Kerala, Punjab, TN, Chandigarh & DN Haveli

* Partial data

Data awaited from other States

To sum up

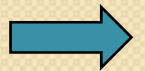
- Framework is in place for operation of the cable TV services:
 - Cable operators can carry only digital encrypted signals
 - They have to follow the provisions of the Cable Act/Rules
 - Regulations for quality of service, interconnection and tariff orders notified by TRAI
 - Authorised officers have powers to take action against defaulters
 - Monitoring Committee constituted
- Proper implementation of the regulatory framework should ensure reduction of Conflicts and enable growth of the Sector

Thank You

Compulsory transmission of channels – **DAS areas**

Notifications dated 6th Sept 2013 & 25th May 2015

S. No.	Channels	Genre	S. No.	Channels	Genre
1	DD National	General Entertainment (Hindi)	7	DD Kashir	General Entertainment (Regional)
2	DD News	News & Current Affairs	8	DD Punjabi	General Entertainment (Regional)
3	DD Bharati	Infotainment	9	DD Girnar	General Entertainment (Regional)
4	DD Urdu	Infotainment	10	DD Sahyadri	General Entertainment (Regional)
5	DD Sports	Sports	11	DD Saptagiri	General Entertainment (Regional)
6	DD India	Infotainment	12	DD Malayalam	General Entertainment (Regional)



Compulsory transmission of channels – DAS areas

Notifications dated 6th Sept 2013 & 25th May 2015

S. No.	Channels	Genre	S. No.	Channels	Genre
13	DD Podhigai	General Entertainment (Regional)	20	DD Madhya Pradesh	General Entertainment (Hindi)
14	DD Chandana	General Entertainment (Regional)	21	DD Oriya	General Entertainment (Regional)
15	DD Bangla	General Entertainment (Regional)	22	Gyan Darshan Channel	Infotainment
16	DD North East	General Entertainment (Regional)	23	Lok Sabha TV channel	News & Current Affairs
17	DD Bihar	General Entertainment (Hindi)	24	Rajya Sabha TV channel	News & Current Affairs
18	DD Uttar Pradesh	General Entertainment (Hindi)	25	DD Kisan	Infotainment (Hindi)
19	DD Rajasthan	General Entertainment (Hindi)			

