

DISPUTE RESOLUTION IN CABLE AND BROADCASTING SECTOR

BY-

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ADVOCATE

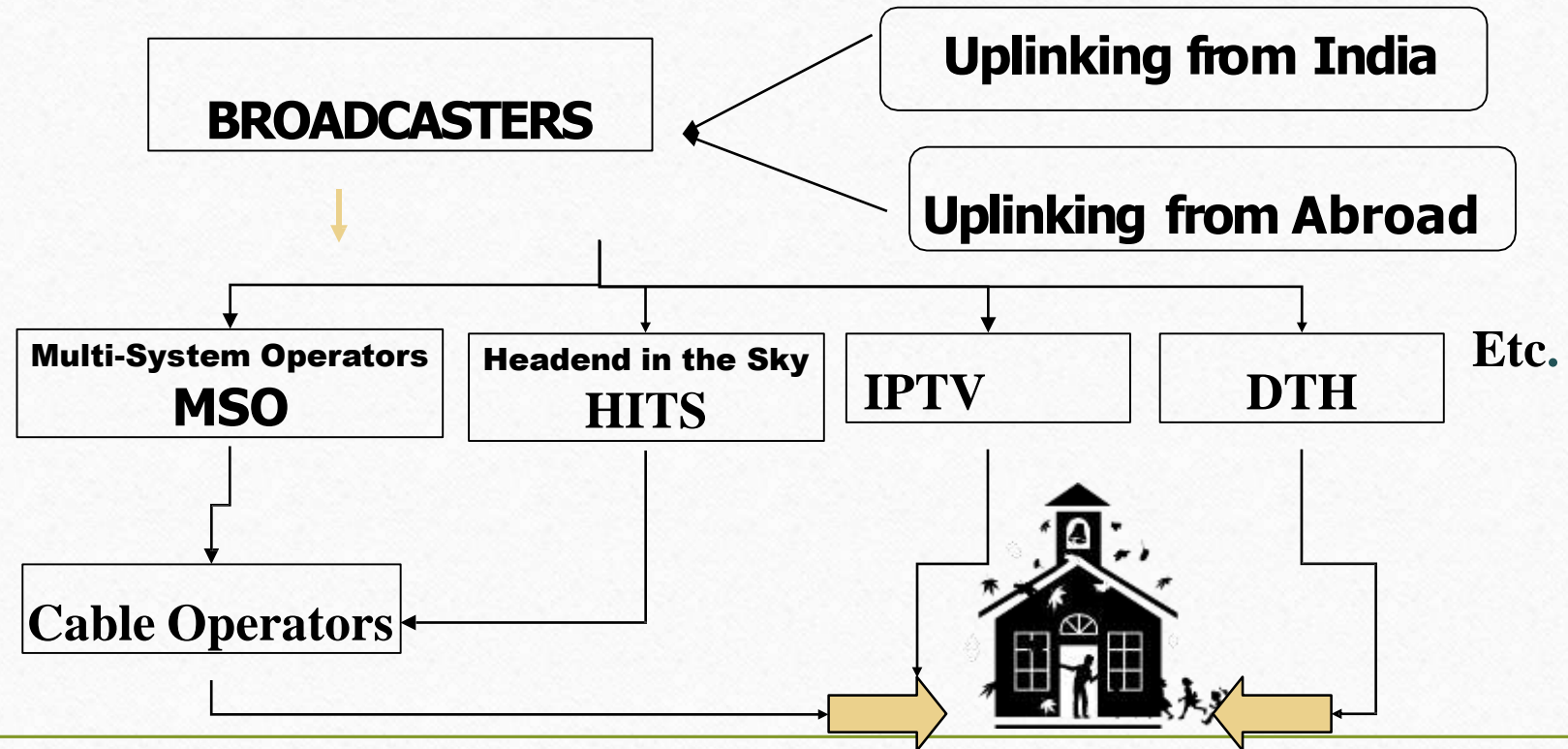
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(INDORE)

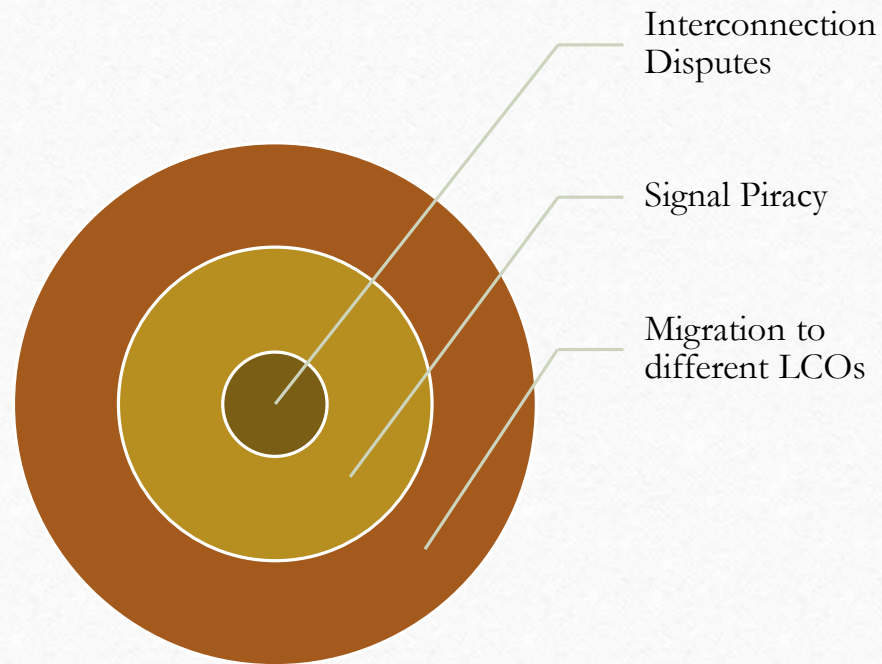
ACHIEVING THE REGULATORY AGENDA

- Regulatory agenda = Development of a liberalised telecommunications and broadcast
- Sector with stable and sustainable competition between operator delivering benefits to consumers.
- The Indian Broadcasting and Cable TV Market was valued USD 11.61 Billion in FY2020 and the market is forecast to reach USD 19.06 Billion in FY2026.

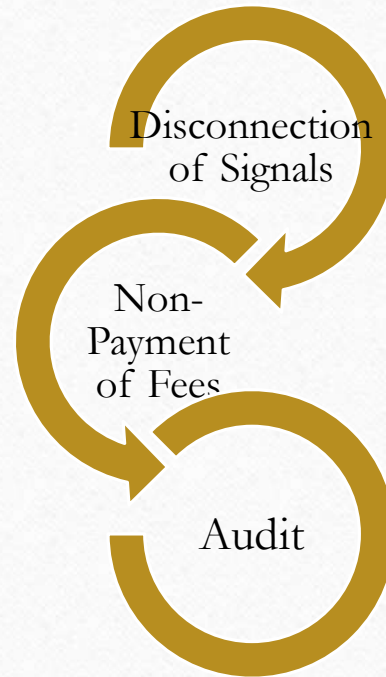
Structure of Television Broadcasting Industry



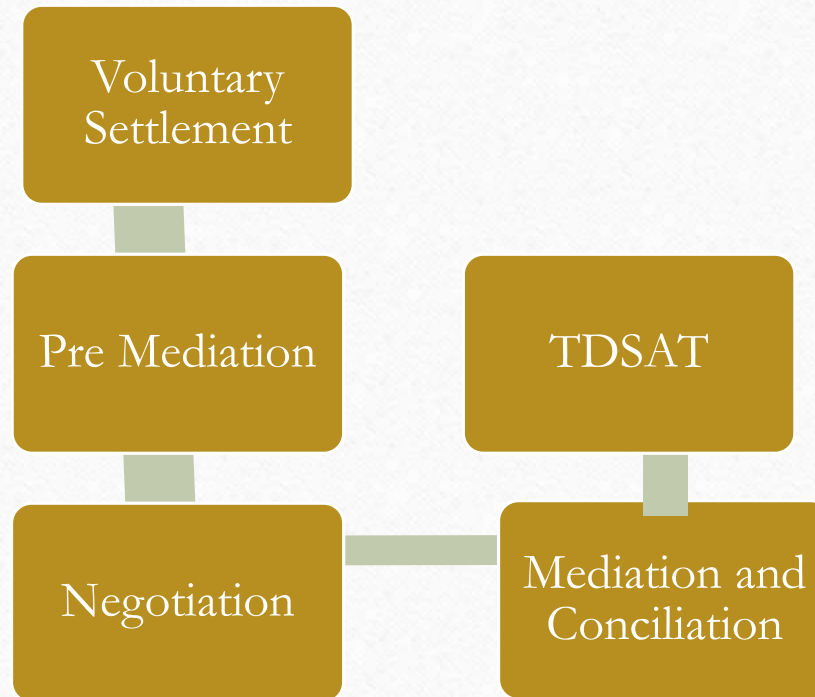
NEED FOR A DISPUTE RESOLUTION MECHANISM BETWEEN MSO AND LCO



NEED FOR A DISPUTE RESOLUTION BETWEEN MSO AND BROADCASTER



DISPUTE RESOLUTION FRAMEWORK



SOLUTIONS

LCO

- ❖ **Written agreement in place between the LCO & consumer.**
- ❖ **Subscription fee receipts to be issued by the LCO.**
- ❖ **LCO providing technical support at the time of any cable breakdown .**
- ❖ **LCO providing complete channel guides.**
- ❖ **LCO upgrading their network & improving the quality of services.**
- ❖ **Local body to be authorized for settlement of disputes.**

Subscriber

SOLUTIONS

MSO

- ❖ **Maintaining contractual agreement with LCOs.**
- ❖ **MSO maintaining detailed records of subscriber base served by the LCO.**
- ❖ **Appointing independent piracy check agencies.**
- ❖ **MSOs facilitating LCOs to help them in investing in better infrastructure.**
- ❖ **MSO coordinating with local bodies to shoulder the accountability of consumer complaints.**

LCO

SOLUTIONS

MSO

Broadcaster

- ❖ **Broadcaster caused audit only on actual ground**
- ❖ **Timely payment & renewal of agreement. Appointing independent piracy check agencies.**
- ❖ **Broadcaster providing a toll free customer care number at national level.**
- ❖ **Broadcaster providing relevant information.**
- ❖ **Joint public awareness campaigns on the channel list, new programmes etc.**
- ❖ **Both should encourage healthy competition.**

THANKYOU