

Seminar by TDSAT

on

DAS – Issues and Way Forward

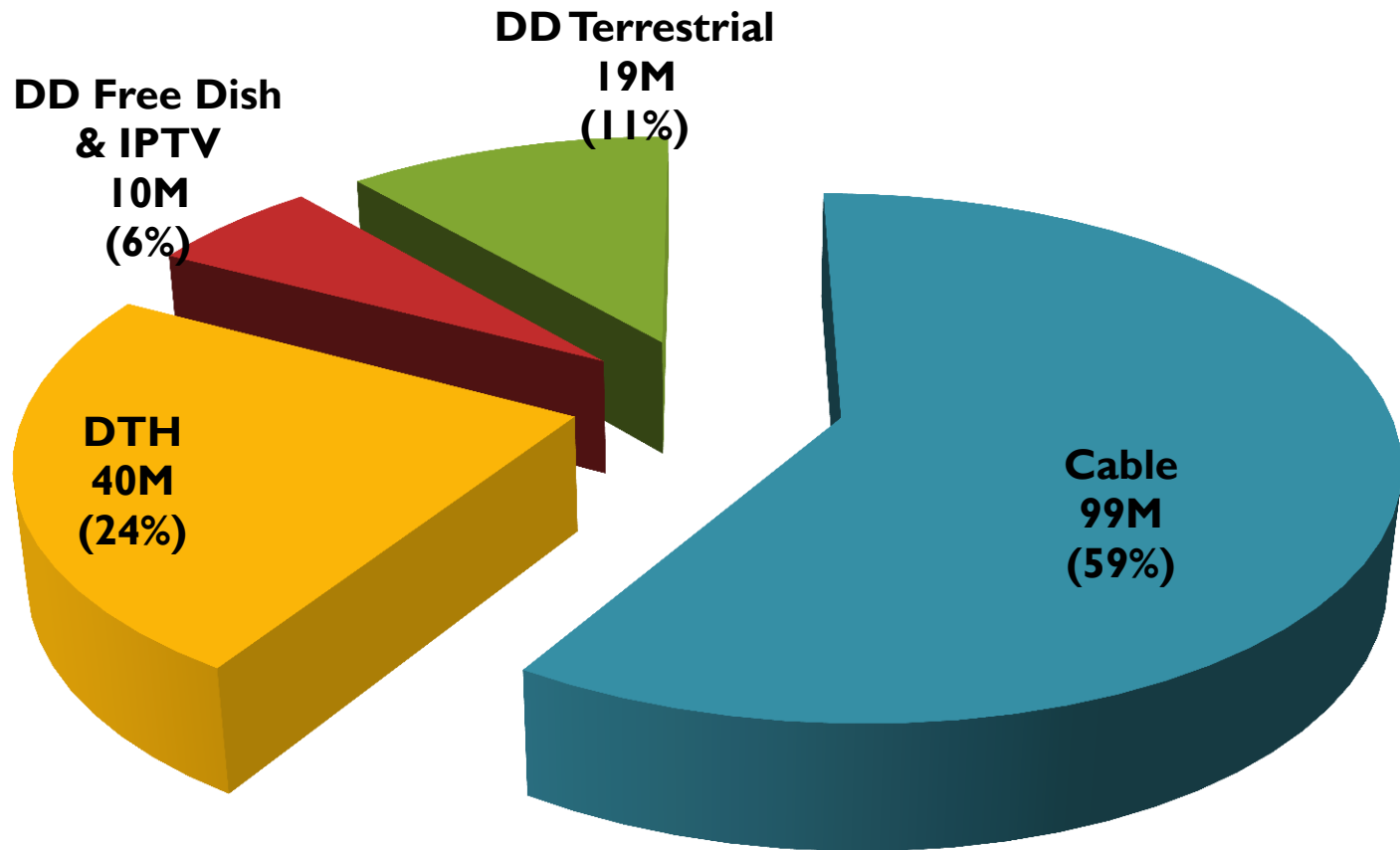
at

Shillong, 14th May 2016

**Initiatives by Ministry of
Information & Broadcasting**

Nature of delivery platform

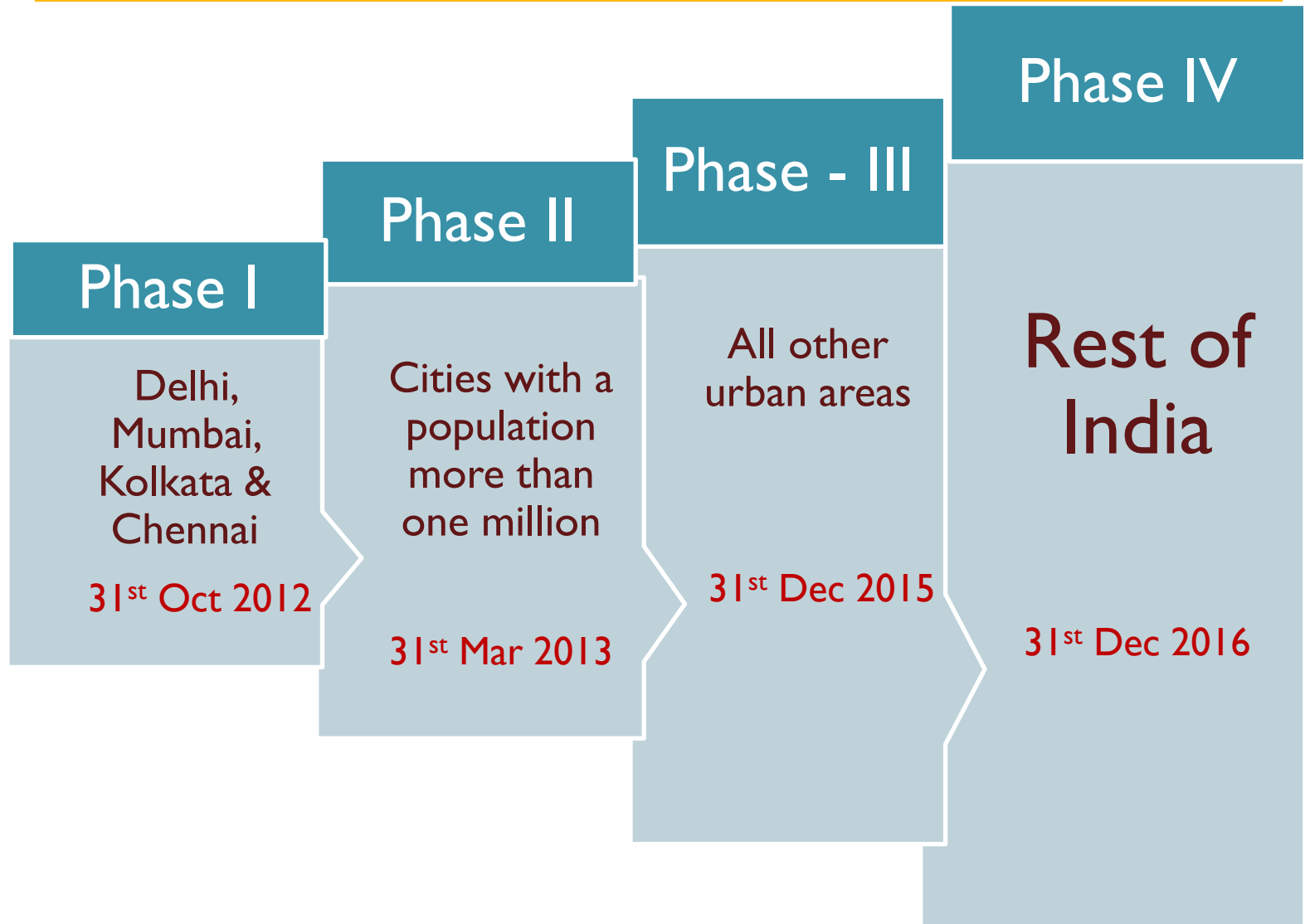
(Total 168 Million TV homes)



Digital Switchover – A Snap Shot

- **TRAI Report 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

Phases of DAS implementation



Mission Digitisation Plan Scheme

- **Approved for 13.02 crore**
- **Have provision for:**
 - **Regional Units – 12**
 - **Website**
 - **Toll Free Help Line**
 - **MIS for online collection of seeding data**
 - **Workshops**

12 Regional Units - Operationalised

Location	Coordinates
Delhi	Overall coordination & Haryana
Patna	Bihar & Jharkhand
Hyderabad	Andhra Pradesh, Tamil Nadu, Telangana, Andaman & Nicobar, Puducherry and Lakshadweep
Bhubaneswar	Odisha & West Bengal
Lucknow	Uttar Pradesh & Uttarakhand
Bengaluru	Karnataka & Kerala
Bhopal	Madhya Pradesh & Chhattisgarh
Guwahati	Manipur, Meghalaya, Nagaland, Sikkim, Tripura, Arunachal Pradesh, Mizoram & Assam
Chandigarh	Punjab, J&K and Himachal Pradesh
Ahmadabad	Gujarat and Daman & Diu
Jaipur	Rajasthan
Pune	Maharashtra, Goa & Dadar Nagar Haveli

Website

➤ **Exclusive on cable TV Digitisation**
➤ **Address: www.DigitalIndiaMIB.com**
➤ **Bi-lingual – Hindi & English**

DIGITAL INDIA MIB
Government of India
Ministry of Information & Broadcasting

BECIL
बेसिल

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Latest News

- List of Permanent registration of MSOs as on 21.10.2015
- Advertisements Published by DAVP on dated 19.10.2015
- Minutes of the 11th meeting of Task Force held on 22.09.2015
- Public notice dated 16.10.2015 regarding

MSOs interested in Phase - III areas of operations may apply for MSO Registration

MSO Registration
"Procedure for registration as a Multi-System Operator (As per Ministry of Information & Broadcasting Notification S.O. 940(E) dated 28th April 2012)"

LCO Registration

FAQ's

- What is meant by Digitalization of Cable TV?
- What are the advantages of digital cable TV?
- Can weather affect digital Cable TV?
- What are the mandatory dates of digitalization?
- Whether NCR region is covered in Phase-1?
- What is DAS or Digital Addressable System?
- What is a "Set Top Box"?
- What is a smart card or viewing card?

Need Help
Mail us your query

Find Out

- When digital switch over is coming to you.
- How to go digital.
- MSOs Call Center No

Video **Photo Gallery**

Your Guide To Digital Switchover

ome-hindi.html

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ताज़ा समाचार

तृतीय चरण क्षेत्रों में एमएसओ पंजीकरण के लिए नवीनतम आवेदन है।

एम.एस.ओ. पंजीकरण
"Procedure for registration as a Multi-System Operator (As per Ministry of Information & Broadcasting Notification S.O. 940(E) dated 28th April 2012)"

एल.सी.ओ. पंजीकरण

अक्सर पूछे जाने वाले प्रश्न

मदद की जरूरत
हमें अपनी क्वेरी भेजें करें

पता लगाना

- किस तरह आपका शहर में आ रहा है?
- डिजिटल कैसे हुआ जाने
- समस्या रिपोर्टिंग और रिपेयर (एक्सप्रेस) विभाग केन्द्र जंवर

वीडियो **फोटोगैलरी**

Your Guide To Digital Switchover

Helpline

➤ **Toll free Helpline launched**

➤ **Number: 1800 180 4343**

➤ **Queries in 8 languages –**

Hindi, English, Bangla, Gujarati, Marathi,
Telugu, Tamil & Kannada



MIS for seeding progress of STBs

- Software developed
- Access passwords given to MSOs, DTH & HITS operators
- Operators are required to update at least once a week
- Operators getting alerts if fail to log in and/or fail to update weekly seeding
- Reports are being provided to nodal officers also to monitor progress

MIS for seeding progress of STBs

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Government of India
Ministry of Information & Broadcasting

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[Hindi] Home Links About Us Contact Us

Latest News

- » Advertisements Published by DAVP on dated 19.10.2015
- » Minutes of the 11th meeting of Task Force held on 22.09.2015
- » Public notice dated 16.10.2015 regarding updated urban areas data list for Phase III of

Need Help

Mail us your query

MSO Registration
"Procedure for registration as a Multi-System Operator (As per Ministry of Information & Broadcasting Notification S.O. 940(E) dated 28th April 2012)"

LCO Registration

FAQ's

- » What is meant by Digitalization of Cable TV?
- » What are the advantages of digital cable TV?
- » Can weather affect digital Cable TV?

Workshop by M/o I&B with Nodal Officers of Maharashtra, Goa and Dadar & Nagar Haveli held on 24th September 2015 in Pune.

Video Photo Gallery

DIGITAL INDIA MIB
Government of India
Ministry of Information & Broadcasting

User Name

Password

Log In

Forgot Password?

Powered by BECIL

Change Password Logout

Operator Details Current Operation Areas Seeding Feedback Form

Operator Details

Name DemoMSO	Licence Type Permanent	Registration/File No. 8/143/2015-BP&L
Permitted City/Town/Area Operation States of Andhrapradesh Telangana Odisha	Address Plot no 40 Shanthipath, Hyderabad-90	Status/Validity Demo Registration
Email ravi.allori@gmail.com	Phone 09876543234567	

Primary Contact:

Primary Name	Primary Mobile No.	Primary Email	Alert Mail
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Inspection of MSO Headends

Inspecting teams from AIR & Doordarshan are carrying out inspections to assess readiness of registered MSOs

Right of Way (RoW) by State Govts

State Govts
were informed
about
provision in
Cable
Act/Rules for
extending
RoW

जितेंद्र शंकर माथुर, आई.ए.एस.
JITENDRA SHANKAR MATHUR, IAS
अपर सचिव
ADDL. SECRETARY
T. No. : 23387558
FAX : 23387617



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF
INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

D.O. No. 3/3/6/2014-PMU(DAS)

Dated the 10th October, 2014.

Dear Shri

As you may be aware that Ministry of Information and Broadcasting has embarked on an ambitious programme for complete switchover of Cable Television Network to a Digital Addressable System (DAS) in India.

2. Government of India, to this effect, had issued a Gazette notification mandating digital switchover in four phases as below:

- Phase-I: Four Metros of Delhi, Mumbai, Kolkata and Chennai by 30th June 2012. (Subsequently modified to 31st Oct 2012).
- Phase-II: 38 cities, with a population more than one million, by 31st Mar 2013.
- Phase-III: All other urban areas (Municipal Corporations/ Municipalities) by 30th Sept 2014 (Now modified to 31st Dec 2015).
- Phase-IV: Rest of India by 31st Dec 2014 (Now modified to 31st Dec 2016).

3. Phase I and II have been successfully completed and efforts are on to implement cable TV digitisation in Phase III & IV areas. In this connection it is mentioned that as per Sec 4B of the Cable Television Networks (Regulation) Act 1995, State Governments are required to grant Right of Way (RoW) to the cable operators for laying cables or erecting posts. Extracts of the relevant section of the Cable Act are given as Annexure for ready reference.

4. I request you to issue instructions to field officers to extent the facility of RoW to the Cable Operators. Kindly mark a copy to the Ministry of I&B for our information and record.

5. I would be happy to provide any assistance/clarification that you may need in this regard.

Yours sincerely,

(JITENDRA SHANKAR MATHUR)

Encl: as above.

To
All Chief Secretaries of States/UTs

dl

Involvement of State Govts

➤ **Involvement of State & UT Govts is crucial** for implementation of Digitisation as Authorised officers of State Govts (DM, ADM, SDM & CP) have to take action against defaulters

➤ State/UT Govts were asked to:

- Nominate **State level Nodal Officers** (They are members of Task Force also)
- Nominate **District Level Nodal Officers**

Meetings with State Level Nodal Officers

2 meetings held



Delhi on 3.11.2015

Delhi on 3.6.2015



Workshops with Nodal Officers

11 workshops held



Chandigarh on 22.7.2015



Lucknow on 29.7.2015



Ahmedabad on 5.8.2015



Bhopal on 12.8.2015



Shillong on 21.8.2015



Jaipur on 4.9.2015



Hyderabad on 10.9.2015



Pune on 24.9.2015



Bhubaneswar on 30.9.2015



Bengaluru on 7.10.2015



Patna on 30.11.2015

Task Force

- **Task Force constituted** under chairpersonship of Additional Secretary (Broadcasting)
- Monthly meetings
- 14 meetings held for Phase III



Sub-Groups of MSOs & LCO Associations

- **4 Sub-groups of MSOs and 1 sub-group of leading LCO Associations created**
- Regular meetings being held

Registration of MSOs

- Advertisement for Phase III was issued in Newspapers on 7th Nov 2014
- Over 850 MSO registrations have been issued
- Advertisement for Phase IV issued on 20th Mar 2016
- Online applications

Cable TV becomes DIGITAL

Attention Cable TV Operators

Phase-III of Digitization to be completed by 31st December 2015
in remaining Municipal Corporations & Municipalities

**Are you interested in distributing digital Cable TV services through
Local Cable Operators (LCOs) in areas covered under Phase-III ?**

If yes, **Apply for MSO registration** before 21st December 2014

Visit www.mib.nic.in or www.digitalindiamib.com for details



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Ministry of Information and Broadcasting
Government of India

Cable TV becomes DIGITAL

Attention Cable TV Operators

As per Ministry of I&B notification S.O. 2308 (E) dated 11.09.2014, 4th and the last phase of cable TV digitisation is to be completed by 31st December 2016.

According to Rule 11A of Cable Television Rules 1994, any Multi-System Operator (MSO) who desires to provide cable TV service with digital addressable system in a notified area is required to obtain registration as Multi-System Operator from the Ministry of I&B.

**Are you an MSO or want to be an MSO but have not taken registration from
Ministry of I&B for providing digital cable TV services in Phase IV areas?**

If yes, you are advised to

apply for the same immediately, preferable before **30.04.2016**,
keeping in view that adequate time is required for issue of registration, so that you
are ready, well in time, before the cut-off date to provide digital cable TV services.

Visit www.mib.nic.in or www.digitalindiamib.com for details or call Toll Free Helpline No. 1800-180-4343



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Ministry of Information and Broadcasting
Government of India

Open House Meetings

F. No. 9/29/2014-BP&L
Ministry of Information & Broadcasting
BP&L Section

Dated: 14.07.2015

NOTICE

**Sub: Registration as MSO to operate in DAS notified area of Cable TV -
Transparency in processing.**

Reference Notice dated 05.08.2014 uploaded on the Ministry's website www.mib.nic.in in the matter.

2. It has come to the notice of this Ministry that certain individuals are approaching MSO applicants with false claims of providing MSO registrations and demanding illegal gratifications/bribe to get the work done.

3. In this connection, it is reiterated that this Ministry adopts a very transparent way of dealing with issuance of MSO registrations. In order to maintain transparency in processing of MSO registration applications, the Ministry organizes monthly Open House Meeting on the 20th of every month in the chamber of Deputy Secretary(Digitization), Room No. 547, A-Wing, Shastri Bhawan, New Delhi-110001. In this regard, Notice dated 09.04.2015 uploaded on the Ministry's website may please be seen. This mechanism enables the applicants to know the status of their applications, provide/submit documents as required by the MIB as also to represent their grievances to the Ministry.

4. For any doubt or enquiry about status of their applications the applicant MSOs may participate/attend Open House Meeting by sending an e-mail at sectionofficerdas@gmail.com with a copy at das.mib@gmail.com by the 10th of the month.

5. All MSO applicants are, therefore, requested/advised to use the Open House Forum to resolve issues and they are also requested not to entertain any request for illegal gratification from any individuals whatsoever.

Held on 20th
of every
month


(Shanker Lal)

Deputy Secretary (DAS)

Video spot by M/o I&B

Carried by Doordarshan, MSOs & private Regional channels



Video spot by IBF

**Carried by all the member
Broadcasters of IBF**



Radio Jingles



- **8 to 10 spots per day on:**
 - AIR – FM Rainbow & Gold
 - Private FM channels

SMS Campaign

Have you installed your Set
Top Box?

After 31 Dec in urban areas
you can watch Cable TV
only with Set Top Box.

Hurry!

Contact your Cable
Operator NOW

Publicity by MSOs

- Carrying publicity on local channels
- Holding meetings with stakeholders



बुधेश्वर घाषाल, वधनाथ प्रसाद आद माजूद थ. **प्रभात रक्कर**
मिली सेट टॉप बॉक्स की जानकारी 21/8/15



बोकारो. डेन नेटवर्क लिमिटेड की ओर से शनिवार को भारत सेवा आश्रम सेक्टर चार डी के सभागार में केबल संचालकों के लिए सेमिनार सह कार्यशाला हुई. डेन नेटवर्क लिमिटेड के जेनरल मैनेजर हेमा सूरी ने केबल संचालकों को सेटटॉप बॉक्स की जानकारी दी. कहा : आप लोग डिजिटलाइजेशन की प्रक्रिया में तेजी लाये, क्योंकि आप के पास मात्र छह महीने का समय बचा है. अगर आप तय समय में डिजिटलाइजेशन का काम पूरा नहीं करते है, तो आप के ग्राहक डीटीएच की ओर चले जायेंगे. इसमें आप का ही नुकसान है. डेन नेटवर्क लिमिटेड के ऑपरेशन हेड विनय कुमार ने केबल संचालकों को सेट टॉप बॉक्स कंट्रोल करने व संचालित करने के तरीके बताये. वहीं सिवन्डीह के केबल संचालकों ने इस्लामिक चैनलों का सेटटॉप बॉक्स में समायोजन करने की मांग की. कार्यशाला में विंध्याचल ओझा, अजय कुमार सिंह, सरोज कुमार, राजेश कुमार, संजय सिंह, राम कुमार सिंह, राकेश सिंह, मनोज, अशोक, संजय, उमेश, अंबवेश, नीरज आदि उपस्थित थे.

Domestic manufacturing of STBs - Status

- Only BIS compliant STBs to be installed
- Majority of STBs in Phase I & II were imported by MSOs
- CEAMA had informed:
 - Have installed capacity to meet full demand
 - Wanted to create level playing field for domestic industry



Initiatives taken by Government to encourage domestic manufacturing

- Increase in import duty from 5 to 10%
- Zero Basic Custom Duty on major components required for manufacturing
- Resolution of long pending demand of C-Form:
 - STBs have been declared as part of 'Telecommunications Network' by [DoT](#)
 - Facility of Form 'C' has been extended to STBs under section 8(3)(b) of Central Sales Tax Act 1956 by [Ministry of Finance](#)



‘Make in India’ – A Possibility

- This should give fillip to domestic manufacturing of STBs as level playing field has been created
- Indigenous manufacturers are being encouraged to utilise this opportunity to supply STBs
- ICAS would give further fillip to domestic manufacturing of STBs

Estimated requirement of STBs

Total Households
as per Census 2011

**246.7
Million**

TV Households
as per Census 2011

**116.5
Million**

Total STBs requirement
By adding 20% for multiple TVs in
houses & TVs in offices/shops

**140
Million**

STBs installed

- Phase-I 12 million
- Phase-II 22 million
- Phase-III 41 million
- Phase-IV Data being collected

- **Total over 75 million**

Issues

- Vacation of extension of cutoff date of Phase III granted by some High Courts
- Amendments in the Cable Rules about security clearance for issue of registration to MSOs

For queries, please contact

Yogendra Pal, Advisor

Tel: 011-2338 9202

Email: das.mib@gmail.com

Thank You

DoT order for STBs

Government of India
Ministry of Communications & IT
Department of Telecommunications
(Investment Promotion Cell)
20-Ashoka Road, Sanchar Bhavan,

New Delhi dated the 26th June, 2014


No. 18-06/2014-IP

OFFICE MEMORANDUM

Subject: Inclusion of Set Top Boxes (STBs) in the definition of goods for use in the 'Telecommunications Network' under Section 8(3)(b) of Central Sales Tax (CST) Act, 1956 – regarding.

Reference is invited to DeitY's D.O letter No. 35(5)/2013-IPHW dated 13/02/2014 on the subject mentioned above. The matter was referred to Telecom Engineering Centre, which has confirmed that Set Top Boxes (STBs) are a part of 'Telecommunications Network'.

2. This has the approval of Secretary, Telecommunications.


20/6/14
(K.K. Saharawat)
Director (IP)



Finance Ministry's order for STBs

Government of India
Ministry of Finance
Department of Revenue
State Taxes Section

New Delhi, Dated 13th August, 2014

OFFICE MEMORANDUM

Subject :- Inclusion of Set Top Boxes in the definition of goods for use in the "Telecommunications Network" under Section 8 (3) (b) of Central State Taxes Act, 1956, to extend the facility of Form 'C' to Set-Top Boxes.

The undersigned is directed to refer to D.O. No. 35 (5)/2013-IPHW dated 13th February, 2014 and 2nd July, 2014 from Secretary, Department of Electronics and Information Technology on the subject noted above and to say that the matter of inclusion of Set Top Boxes in the definition of goods for use in the "Telecommunications Network" under Section 8 (3) (b) of Central Sales Tax Act, 1956 and to extend the facility of Form 'C' to Set-Top Boxes has been considered in consultation with Ministry of Information & Broadcasting, Ministry of Micro, Small and Medium Enterprises and Department of Telecommunications.

2. Considering the confirmation from Department of Telecommunication vide their OM No. 18-06/2014-IP dated 30th June, 2014 that Set Top Boxes (STBs) are a part of telecommunication network it has been decided by the competent authority that the facility of Form 'C' may be extended to Set Top Boxes defined as goods for use in the "Telecommunications Network" under Section 8 (3) (b) of Central Sales Tax Act, 1956.
3. All the States are requested to take necessary action as above.


(Mahendra Nath)

Under Secretary to the Government of India
Tel. No. 011-23092419

