

Rama Rao.V – Social Worker
Secretary, Lakshmi Nagar Civic Welfare Association,
Director(Projects) Traffic and Transportation Forum,
Senator, Exnora International,
State Secretary of Tamilnadu,
All India BSNL Pensioners Welfare Association,
No.C-42 6th Street, Lakshmi Nagar,
Nanganallur,
Chennai-61.

18.1.2013

To
THE CHAIRMAN,
TRAI – NEW DELHI

Sub: comments for consultation B & CS DEC 2012

Sir,

I am submitting the following comments on your 20th Dec 2013 dated consultation floated on your web site. In 2003 we had the opportunity to clarify our doubts across the table as TRAI had conducted consultation in Chennai prior to CAS implementation. Now I feel that analog switch off is not suitable for the country like ours. If the public has to abide by this forceful law to implement the DAS then the following comments can be taken for your perusal.

Thanking you

YOURS TRULY
V.RAMARAO

V.RAMARAO COMMENTS

Carriage fee

1)In the clause 3(2) of the interconnection regulations for DAS and the clause 3(5) of interconnection Regulation for DAS should be deleted?

ANS: Per the RIO agreement in MSO web site they claim the Carriage fee from the Broadcasters will be utilized for subsidizing the Set TOP Boxes. But we Chennai consumers are forced to pay Rs 1000 to 1300 towards installation which is equivalent to cost of the STB.

If a Carriage fee is fixed by TRAI then TRAI should monitor whether the same is utilized for subsidizing the STBs as mentioned in RIO agreement.

2 .if no, the reasons thereof

NA

RAMARAO COMMENT follows

Minimum Channel Carrying Capacity of 500 Channels for MSOs

3) Whether there is a need to specify certain minimum channel carrying capacity for the MSOs in the interconnection regulations for DAS

ANS: Majority of Chennai 95% of TV households were viewing the 80plus channels in analog mode for several years now you compel us to invest on STBs and watch TV then the minimum channels should not be 100 as in DAS BST. The very purpose of digitalization is to deliver more channels so it should be

Placement Fee

(5) Whether there is a need for regulating the placement fee in all the Digital Addressable Systems. If so, how it should be regulated. The stakeholders are requested to submit their comments with justifications

ANS; IF you allow placement fee for MSOs TRAI should be determine the ratio for STBs subsidy as we consumers have invested in STBs and pay monthly payment.

(6) The stakeholders are requested offer their comments on the following twin conditions, to prevent perverse a-la-carte pricing of the pay channels being offered as part of the bouquet(s).

ANS: THE PAY CHANNEL PRICE LIST IN MSO'S DAS REGIME ACROSS THE METROS IS EXSORBIDENT, WHEN THE PARLIAMENT OF INDIA HAS GIVEN THE POWERS TO TRAI HOW THE MSOs HAVE RELISED THE LIST UN OFFICIALLY.

THE PAY CHANNEL RATES SHOULD BE FIXED BY TRAI AS IN CAS AND SINCE THE STB NOs ARE TO INCREASED MULTIFOLD IN CRORES THE RATES SHOULD BE FIXED BY TRAI IN THE LINES OF NEIBHOURING COUNTRIES, LESS THAN Rs5 AS YOU ALLOW ADD REVENUE TO PAY CHANNELS .

Minimum Subscription Period

(7) The stakeholders are requested to offer the comments, if any, on the proposed deletion of the word 'pay' in clause 6 and 6(2) of the principal tariff order dated 21.07.2010.

The main purpose of Digital TV introduction in 2003 is for Transparency as the monthly subscription soared Rs 230 -250 per month in Chennai and other cities as we were asked to pay for the channels which we do not desire or we do not understand the language as in analog cable the bundling were happening, this was solved when CAS was introduced in 2003 but to my surprise MSOs in DAS are doing the pre CAS era bundling of FTA and PAY(please refer the price list in MSOs WEB SITES.)

The pay channel packs should be made separately as we consumers' need to know the rates .As more and more channels are becoming pay, in DAS THE PAY CHANNEL RATES HAS TO BE FIXED BY TRAI.

Freedom to choose the channel(s) on a-la-carte and/or bouquet(s)

(8) The stakeholders are requested to offer their comments, if any, on the proposed inclusion of the following provision after sub-clause 6(4) in the tariff order dated 21.07.2010, as amended

After BST Customer should be given opportunity to choose and subscribe for pay channels in a-la -carte or in packs, should be fixed by TRAI as in CAS.But not allow the pay channels to hide or piggy back along the FTA Channels.

The BST in DAS has to be minimum 400 channels as consumers were made to invest om STBs (because already 90 channels were delivered in analog mode throughout INDIA)

**V.RAMARAO
18.1.13**