

No. N-45011/25/2022-DAS
Government of India
Ministry of Information and Broadcasting
Shastri Bhawan, New Delhi-110001

Date: 23/03/2023

ADVISORY

Broadcasters registered with Ministry of Information and Broadcasting have often raised the issue of underreporting of subscriber base and non-compliance to TRAI's Audit regulation by cable operators leading to loss of revenue to them.

2. As per the Interconnection regulation issued by TRAI, a broadcaster has to sign an interconnection agreement with distributor of television channels for providing signals on non-discriminatory basis.

3. Interconnection Regulations 2017 issued by TRAI, mandates that every distributor of television channels, once in a calendar year, shall cause audit of its subscriber management system, conditional access system and other related systems by an auditor to verify that the monthly subscription reports made available by the distributor to the broadcasters are complete, true and correct. Further, these regulations also provide an option to broadcasters to get audited the systems used by distributors of television channels, if they are not satisfied with the audit report. Compliance to TRAI's regulations by Multi-System Operators (MSOs) are mandated under Rule 10 and Rule 11D(b) of the Cable Television Networks Rules, 1994.

4. Also, in order to ensure adherence to the provisions of Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder, this Ministry under Rule 10A of the Cable Television Networks Rules, 1994 directed all the Multi-System Operators (MSOs) to furnish information such as head-end locations, Conditional Access System, Transport Stream/Frequency detail, RF Feed Details, Platform Service details, CTAV Signal distribution areas, STB Seeding details etc. at www.digitalindiamib.com.

5. It has been observed by this Ministry that despite above-mechanisms being in place, the response of the majority of MSOs has not been satisfactory. Despite providing ample opportunities, many MSOs failed to get registered on Digital India MIB portal and furnish the above mentioned information on the portal.

6. Non-compliance of MIB's/TRAI's directions/regulations by cable operators has been viewed very seriously in this Ministry. It has been decided that MIB shall mark the MSOs who fail to comply with the terms and conditions of registration

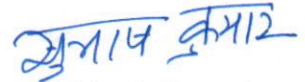
granted to them, such as contraventions of Audit Regulations, non-furnishing of information to MIB, non-intimation of change of Directors/Shareholders etc., as "Non-Compliant". List of registered MSOs along with their compliance status is published on Ministry's website i.e. www.mib.gov.in under the following tab:

Broadcasting \Rightarrow Document \Rightarrow Digital Addressable System

7. Such lists of MSOs shall be frequently updated on Ministry's website for reference of the concerned stakeholder.

8. In this regard, Broadcasters are hereby advised to:

- (i) Enter into fresh interconnection or renewal agreement with only those MSOs whose status is "Compliant".
- (ii) If a broadcaster is already in an interconnection agreement with a "Non-compliant" MSO, it is suggested that they notify the MSO through an email with copy of communication marked to this Ministry at email ID sodas-moiab@gov.in to contact the Ministry and get its status changed to "Compliant".



(Subhash Kumar)

Deputy Secretary to the Govt. of India

To

Broadcaster Associations

Copy to:

- (i) TRAI
- (ii) Deputy Secretary (TV-I) – With the request to circulate the Advisory to all the broadcasters registered with MIB.
- (iii) All MSOs