

रघु मेनन

सचिव

RAGHU MENON

SECRETARY

Tel. : 011-23382639

Fax. : 011-23383513



सत्यमेव जयोते

भारत सरकार  
सूचना और प्रसारण मंत्रालय  
नई दिल्ली-110115

GOVERNMENT OF INDIA  
MINISTRY OF INFORMATION & BROADCASTING  
NEW DELHI-110115

D.O No. 9/16/2004-BP&L Vol-VI

28<sup>th</sup> January, 2011

*Jagan Dr. Sarma,*

Please refer to your D.O. No. 1-3/2010-B&CS (Vol III) dated 5.8.2010 vide which recommendations of the Authority on 'Implementation of Digital Addressable Cable Systems in India' have been forwarded to the Ministry.

2. The recommendations have since been considered in the Ministry. While the Ministry is in agreement with the rest of the recommendations contained therein and the staggered approach, the time schedule for digitalization seems to be too aggressive keeping in view the enormity of the task and also based on the feed back received from the industry mainly for the following reasons:

- (i) Unlike CAS where free-to-air channels were required to be made available in analog format, in the instant case all channels will have to be provided through STBs. This would require a large volume of Set Top Boxes about 70-75 million which may not be available.
- (ii) Indigenous manufacturing industry for STBs and other equipments will also need sufficient time to gear up investments and manufacturing capacity to meet this demand.
- (iii) MSOs/ Cable operators need sufficient time to upgrade their set up and arrange investors for converting their Headend and network to cater to digital addressable systems

3. In the Ministry's view, the following could be a feasible time frame to enable the industry to gear up to meet the challenge:

Phase	Area suggested by TRAI	Time frame recommended by TRAI	Ministry's proposal
Phase-I	Four Metros of Delhi, Mumbai, Kolkata and Chennai.	31 <sup>st</sup> March, 2011	31 <sup>st</sup> March, 2012
Phase-II	Cities with a population more than one million.	31 <sup>st</sup> December, 2011	31 <sup>st</sup> March, 2013
Phase-III	All urban areas (Municipal Corp./ Municipalities)	31 <sup>st</sup> December, 2012	30 <sup>th</sup> November, 2014
Phase-IV	Rest of India	31 <sup>st</sup> December, 2013	31 <sup>st</sup> March, 2015

4. In the light of the above, the Authority may kindly furnish their further recommendations on the above in accordance with the provisions of section 11(1) of the TRAI Act, 1997 so as to enable us to seek the approval of the Cabinet in the matter.

*With personal regards,*

Yours sincerely,

  
(Raghu Menon)

**Dr. J. S. Sarma**  
Chairman,  
The Telecom Regulatory Authority of India  
Mahanagar Doorsanchar Bhawan  
Jawahar Lal Nehru Marg  
New Delhi-110002