

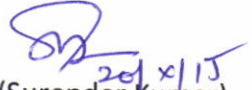
No.1/7/1/2014-PMU(DAS)
Government of India
Ministry of Information and Broadcasting
Shastri Bhavan, Dr. R P Road, New Delhi 110001

Dated 20th October, 2015.

Subject: Minutes of the 11th meeting of Task Force held on 22.09.2015

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Please find enclosed a copy of the minutes of 11^h meeting held under the chairmanship of Additional Secretary, Information and Broadcasting on Implementation of Phase III & IV of TV Digitization held on 22.09.2015 for information and necessary action.


(Surender Kumar)
Section Officer (DAS)
Tele No.23381478

To

All Members of the Task Force including those present.

Copy to:

- 1 PPS to Addl. Secretary, MIB
- 2 PPS to Jt. Secy (B.I)/PPS to JS (B-II)
- 3 Advisor (DAS)
- 4 Dy. Secy (DAS)/Under Secy (DAS)

Copy also to: NBA/IBF/CEAMA

MINUTES OF 11TH TASK FORCE MEETING ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 22.09.2015

The 11th meeting of the Task Force on implementation of phases III & IV of digital addressable system in cable TV network was held on 22.09.2015 under the chairpersonship of Special Secretary. List of the participants is annexed.

2. Opening the meeting, Chairperson informed that since last meeting of the Task Force, Ministry has held a number of regional workshops on cable TV digitisation with nodal officers nominated by the State Governments and the registered MSOs. Daylong workshops were held under the chairpersonship of Joint Secretary. So far, seven workshops have been held at Chandigarh, Lucknow, Ahmedabad, Jaipur, Bhopal, Shillong and Hyderabad. A workshop scheduled at Patna had to be cancelled due to declaration of elections in Bihar State. The workshops have been successful in sensitizing the State nodal officers about their role and responsibilities in pre and post digitisation period in phase III areas.
3. Joint Secretary informed that Regional Units envisaged to monitor the implementation of DAS in phase III areas under Mission Digitisation project have been established at 12 places in the country including the Central Unit in Delhi. She further informed that toll free help line is expected to start operating soon. She mentioned that, in the ongoing workshops, nodal officers are being advised to provide the Right of Way (RoW) to the MSOs/LCOs as per the provisions of the cable Act and, also intimate phase III areas in their districts where no registered MSO is operating. Nodal officials were also told to disseminate a clear message that the cut off dates are final and the analogue cable viewers should change to digital before cut-off date.
4. Chairperson expressed thanks to IBF for developing the advertisement on cable TV digitisation in phase III areas and starting airing it on their member channels. He mentioned that AIR and Doordarshan were already giving advertisements on cable digitisation on their channels and they need to scale it up. . He wanted to know the present status of publicity campaign through workshop etc. to be started by ASSOCHAM. Representative of ASSOCHAM informed that they, together with Cable Federation, which has an all India presence, have already started Chetna Yatra which is planned to cover 450 cities sensitizing the consumers and operators alike about the mandatory cable digitisation in phase III areas by 31st December 2015. He added that a comprehensive report on this will be submitted to Ministry.

5. Regarding publicity awareness campaign, following suggestions came from the members;
 - i. Representative of LCO association from Assam mentioned that for its effectiveness, the TV Ads should be in regional language. He wanted to know whether the Chetna Yatra by ASSOCHAM is planned to cover north east also.
 - ii. Representative of ARTBI mentioned that the Ad would need to be dubbed in regional languages for which they do not have any facility. He agreed to play the Ad on their member channels if it is dubbed in regional languages and shared with them.
 - iii. Representative of Den Networks mentioned that they will play the Ad on their local channels, if it is shared by IBF with them.
 - iv. Representative of GTPL suggested broadcasters to consider allowing MSOs to run scroll on cable digitisation in phase III areas in the regional languages on their channels. Representative of IBF mentioned that it would be suitably taken care of by broadcasters.
 - v. IBF representative mentioned that the Ad had been planned in bilingual format but IBF will consider making it multilingual as per request..
 - vi. It was also suggested that IBF may distribute the TV Ad through DAVP as it was done by Ministry in the past.
6. Joint Secretary mentioned that as a next step towards publicity awareness campaign broadcasters and MSOs should now inform the cable TV users in phase III areas through scroll messages on their channels to get set top boxes installed in their homes before the cut-off date which is 31st December 2015.
7. Chairperson mentioned that as per the data received from broadcasters by TRAI, only 62 MSOs had made a request to broadcasters for interconnect agreements for phase III areas. He remarked that without signing of agreements between broadcasters and MSOs, progress on digitisation was not possible. He asked the representatives of broadcasters and MSOs to update the Task Force about the number of agreements signed so far. In the discussion on this issue following points were made;
 - a) Representative of IBF told that there has not been much progress in signing of agreements with major MSOs as the latter are awaiting the decision in a court case before Hon'ble TDSAT. However, broadcasters have signed provisional agreements with many applicant operators, who have digitised their networks, under the condition that they will get registered as MSOs for DAS operation before cut-off date for phase III. He added that broadcasters are ready to extend the existing analogue interconnect agreements with MSOs for transition from analogue to digital service.

- b) Representative of Siticable mentioned that broadcasters have not responded to their requests for interconnect agreements for phase III areas so far and without that they cannot fix the channel package rates and get the SAF and CAF forms filled up from subscribers as required under DAS regulations. He questioned the propriety of running of digital cable service by cable operators without first getting registered from MIB as per the DAS regulations,
- c) Representative of TRAI mentioned that it is up to broadcasters and MSOs to continue existing interconnect agreement even after transition from analogue to digital. He added that there was no impropriety in running the digital service by an operator before the cut-off date without registration from MIB.
- d) Representative of IMCL informed that they have signed 60 % of interconnect agreements with broadcasters in phase III areas. Regarding interconnect agreements with other broadcasters they are requesting TRAI to intervene.
- e) Representative of MOCF mentioned that MSOs were not signing interconnect agreements with LCOs and TRAI should intervene and prescribe a standard interconnect agreement.
- f) Representative of cable operator association from Assam mentioned that since no agreements are taking place in Assam despite requests from MSOs, broadcasters should nominate a nodal officer to deal with the issue at regional level.

8 Joint Secretary mentioned that MSOs registration by MIB was open. In case broadcasters have entered into agreements with non-registered operators they should ensure that they have applied for MSO registration with MIB. She advised broadcasters to impress upon these operators to immediately register themselves as MSOs with MIB failing which they cannot operate digital services. Chairperson asked the TRAI representative to share the data from broadcasters on MSOs operating in phase III areas with Ministry to find out the MSO dark areas in the country. He also asked TRAI representative to again have a meeting with broadcasters and MSOs to give impetus to signing of interconnect agreements. It was decided that IBF will submit an area wise list indicating the status of signing of agreements to Ministry.

9. On the issue of indigenous set top boxes, representative of CEAMA mentioned that except for smaller orders for set top boxes from independent MSOs/LCOs, they are still

awaiting the orders from major MSOs. Representative of GTPL requested CEAMA representative to send them an offer with price for various CAS versions.

10. Lastly, representative of GTPL brought up an issue of sealing of MSOs head ends by the State Entertainment Tax Department in Pune. He stated that the State Govt. had sealed the head ends on the issue of entertainment tax which is sub-judice. He mentioned that it was difficult to operate in such environment.

11. Concluding the meeting, Chairperson summarized that whereas there has been progress in generating the momentum through publicity awareness campaign and the ongoing regional workshop being conducted by Ministry, still the interconnect agreements between the broadcasters and MSOs are taking time impacting the actual seeding of set top boxes on the ground. He called upon broadcasters and MSOs to ensure that they seal the inter-connect agreements without any further delay and in case there are points of disagreement, let TRAI arbiter. He added that the publicity awareness campaign by stakeholders for phase III digitization has to be intensified as the cutoff date approaches. He also requested all broadcasters to enhance the frequency of telecast of spots informing the people about digitisation as the message needed to percolate to all levels in this regard.

Meeting ended with vote of thanks to the chair.

List of participants of 11th Task Force meeting held on 22.08.2015

1. Mr. Jitendera Shankar Mathur Special Secretary (Chairperson)
2. Ms. R.Jaya Joint Secretary (B-1)
3. Mr. Yogendra Pal Advisor (DAS)
4. Mr. Sudhir Kr. Asstt. Commissioner, E.Tax , Govt. of U.P
5. Mr. Y.Ajay E.T.I, Entertainment Tax, Govt. of U.P
6. Mr. Prasenjit Das Deputy Resident Commissioner, Govt. of West Bengal
7. Mr. Rajesh Meena Representative of Doordarshan
8. Mr. K.K.Sharma Representative of All India Radio
9. Mr. Misha Bajpai Representative of Department of Telecommunication
10. Mr. G.S.Kesarwani Representative of TRAI
11. Mr. Mohit Verma Representative of CEAMA
12. Mr. S.K.Singh Representative of DTH Association
13. Mr. Subhadip Battacharya Representative of IBF
14. Mr. Sandeep Panwar Representative of IBF (MSMD Pvt. Ltd.)
15. Mr. Suyash Sudershan Representative of IBF (MSMD Pvt. Ltd.)
16. Mr. Anil Malhotra Representative of Siticable
17. Mr. Shaji Mathews Representative of independent MSOs, GTPL Ahmedabad
18. Mr. Subhashish Mazumdar Representative of IMCL
19. Mr. Pulak Bagchi Representative of ASSOCHAM
20. Mr. Rakesh Sharma Representative of ARTBI
21. Mr. Ajay Singh Representative of Hathway Cable & Datacom
22. Ms. Hema Suri Representative of Den Networks
23. Md. Iquebal Ahmed Representative of LCO Association, Assam
24. Mr. Inderjit Sen Representative of LCO Association from West Bengal
25. Mr. Arvind Prabhoo Representative of LCO Association (MCOF), Maharashtra
26. Mr. Venkatesh Bhat Representative of independent MSOs from Karnataka
27. Mr. Sachin Verma Representative of NSTPL
28. Mr. Devesh Chandra Representative of NSTPL