

F.No. 9/141/2013-BP&L (Part)
Government of India
Ministry of Information and Broadcasting
A-Wing, Shastri Bhawan, New Delhi

Dated the 21st November, 2014.

Subject: Minutes of the 2nd meeting of the TASK Force on implementation of Digital Addressable System in Cable TV Network in Phase – III & IV held on 12.11.2014.

Please find enclosed a copy of the minutes of the 2nd meeting of the TASK Force on the implementation of Phase – III & IV of Cable TV Digitization held on 12.11.2014 under the Chairmanship of Additional Secretary, Ministry of Information Broadcasting, for information and necessary action.

Anil Pathak
21-11-14

(Anil Pathak)
Assistant Engineer (DAS)
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To,

[List of the participant enclosed]

Copy to:

- I. PPS to Secretary, I&B
- II. PPS to Additional Secretary, I&B
- III. PPS to Joint Secretary (B-I).
- IV. Director (BP&L)
- V. Advisor (DAS)
- VI. Dy. Secretary (DAS)

MINUTES OF 2nd MEETING OF THE TASK FORCE ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 12.11.2014

The Second meeting of the Task Force on implementation of Digital Addressable System in cable TV network in phases III & IV was held on 12.11.2014 under the Chairmanship of Additional Secretary. Joint Secretary (B-1), Advisor (DAS) and Director (BP&L) and DS(DAS) were present in the meeting. List of the participants is annexed.

2. Chairperson welcomed the members. He informed them that the Ministry had held a meeting with the indigenous Set Top Box (STB) manufacturers on 10th November, 2014. He stated that these manufacturers had sought clarity on the timelines for the Digitization scheme as well as the need for the Multi System Operators (MSOs) to plan for placement of orders with them for the STBs. He clarified that the Ministry was committed to the timelines notified for Phases III and IV i.e., December 2015 and December 2016 respectively. He further stated that with the emphasis on "make in India", and the fact that the STB manufacturers have conveyed that they have the capacity to deliver the required quantity of STBs, supply orders may be placed with them in advance.
3. Thereafter, Advisor (DAS) highlighted the following points with regard to Phase III of the programme:
 - i. Estimated requirement of STBs in phase III & IV is about 11 crore, out of which 8 crores may be required by cable TV and 3 crores by DTH.
 - ii. Tentative STB requirements for phase III have been worked on the basis of census 2011 data. The compiled data shall be sent to State Governments for vetting.
 - iii. TV household data is also being collected from the Registrar General & Census Commissioner for verification.
 - iv. Long pending demand of "C" Form has been resolved to give fillip to domestic manufacturing of STBs. Indigenous STB industry has the installed capacity to meet full demand. As informed by them they are awaiting orders.
 - v. A roadmap for implementation of phase III & IV has been prepared.
 - vi. For MSO registration a print advertisement was given on 7th Nov 2014. From 14th Nov 2014, the advertisement is planned to be given on electronic media. Last date for receipt of applications from the applicants has been fixed on 21st December 2014.
 - vii. Towards publicity awareness campaign a Publicity committee has been constituted. Advertisements for publicity are planned to be given on print and electronic media from 15th Nov 2014

- viii. Besides meetings of Task Force to be held every month, meetings of sub-groups of national MSOs, independent MSOs and LCOs and the meeting of Nodal officers have been planned.
- ix. For monitoring and evaluation, 12 Regional monitoring units will be set up by 15th Jan 2015
- x. A multi-lingual call centre will be set up by 28th Feb 2015

4. After the presentation, members were asked to present their views and suggestions. The following views/suggestions were made:

- a) Members expressed concern that there was no representative of TRAI in both the meetings of the Task Force. Hence, the problems related to regulations are not heard and addressed. They requested that the presence of TRAI representatives may be ensured in the next meeting.
- b) One member brought to notice that registration by Ministry of MSOs was taking long time. They requested that mechanisms may be put in place to expedite the process.
- c) Another member mentioned that operators working in north east were not fully acquainted with the MSO registration procedure. He suggested that Ministry should hold a camp in such place for MSO registration so that no one is deprived of the chance to get registered as MSO. It was also mentioned that the last date of applying for registration was very close for such people. It was also suggested that Ministry may start on line registration to solve the problem of MSOs.
- d) One of the members mentioned that carriage fee which had reduced initially after digitization has again increased.
- e) It was mentioned that even after implementation of phase I & II, issues of billing and packaging are still unresolved. There were also issues related to RIOs which need to be resolved by TRAI.
- f) Members wanted to know the status of filling up of CAF/SAF in phase I & II cities which they apprehended would also pose a problem in digitization in phase III & IV areas.
- g) Representative of Govt. of U.P indicated that though there has been increase in the entertainment tax collection by the Government, the complete subscriber data is not yet shared by MSOs with them.
- h) One of the members mentioned that digitization was taking place all across the country. However, the consumers were confused due to lack of awareness about digitization. He suggested that registration process be simplified and the flaws in implementation in phase I & II be not repeated.
- i) It was mentioned that the position on ground with regard to orders for STBs on indigenous STB manufacturers has not changed. It was indicated that there were issues of credit facility that the domestic STB manufacturers were not able to provide. As a solution, it was suggested that for credit facility, Ministry of Micro Small & Medium Enterprises (MSME) could be approached for credit facility from Collateral Guarantee Free Fund. It was mentioned , however that no one is coming forward for a dialogue on this issue with the domestic manufacturers to find a solution to the problem

- j) Another member pointed out that there was still the issue of certification involved in the embedment of CAS in set top box manufactured by the domestic STB manufacturers. The integration of CAS with the STB is a time consuming process and indigenous STB manufacturers must clear the apprehensions on this account.
 - k) It was informed that DeitY is in the process of developing an Indian CAS that will be ready in a year that shall make interoperability of STBs possible.
 - l) It was also mentioned that whereas digitization in phase I & II has been successful, it has not yielded the desired benefits to all except consumer who are getting a better picture quality besides the channel choice which was not there before digitization.
 - m) One of the members mentioned that the RIO issue in the meeting is now pending in court and outside the purview of TRAI.
5. On the point of MSO registration process, the members were informed that any interested person can download application form and guidelines from the web site of Ministry and send it to Ministry by post. One is not required to come in person to submit the form. As regards the suggestion regarding on line registration, the same has been noted.
6. On the issue of MHA clearance, the members were informed that the MHA has agreed to complete the process within 90 days.
7. Summing up the discussions, Additional Secretary mentioned that cooperation of all broadcasters is required to carry the publicity awareness campaign to the people. He appreciated their role in the publicity campaign during the implementation of phases I & II and requested them to start this campaign immediately in coordination with Ministry. He urged the MSOs and DTH operators to have a dialogue with the indigenous STB manufacturers to sort out any doubts entertained by them regarding costing, credit facility and certification issues of STBs as raised by them in the meeting. On points raised in the meeting related to regulations, he mentioned that TRAI is already apprised of all these issues.
8. The members were also informed that henceforth meeting of the Task Force shall be held on second Wednesday of every month.

Meeting ended with vote of thanks to the chair.

List of participants of 2nd Task Force meeting held on 12.11.2014

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| 1. Mr. Rajesh kaul | IBF |
| 2. Mr. Sanjive Narain | Axom Communication Pvt. Ltd. Assam- LCO |
| 3. Mr. Shaji Mathews | GTPL- Independent MSO |
| 4. Mr. Atul Lall | CEAMA |
| 5. Mr. Rakesh Sharma | ARTBI |
| 6. Mr. Rajiv Khattar | DTH |
| 7. Mr. Rajesh Meena | Doordarshan |
| 8. Ms. Annie Joseph | NBA |
| 9. Mr. S.P.Pandey | Govt of U.P Lucknow |
| 10. Mr. S.K Marwah | Deptt. of Electronics & IT |
| 11. Dr. A.K.Kaushik | Deptt. of Electronics & IT |
| 12. Mr. Ashish Tiwari | BIS |
| 13. Mr. Yogesh Sharma | DEN- National MSO |
| 14. Mr. Anil Malhotra | Siti Cable – National MSO |
| 15. Mr. G.D Gawa | CII |
| 16. Mr. Pulok Bagchi | ASSOCHAM |
| 17. Dr. A.K.Rastogi | CII |
| 18. Mr. Samir Kumar | FICCI |