

No.9/141/2013-BP&L
Government of India
Ministry of Information and Broadcasting
Shastri Bhavan, Dr. R P Road, New Delhi 110001

Dated 19th June, 2015.

Subject: Minutes of the 8th meeting of Task Force held on 27.05.2015

.....

Please find enclosed a copy of the minutes of 8th meeting held under the chairmanship of Additional Secretary, Information and Broadcasting on Implementation of Phase III & IV of TV Digitization held on 27.05.2015 for information and necessary action.



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

To

All Participants.

Copy to:

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

Copy also to: NBA/IBF/CEAMA

Implementation of Cable TV Digitisation (Phase III)

Minutes of the 8th meeting of Task Force held on 27th May, 2015

The 8th meeting of the Task Force constituted to steer the implementation of Phases III & IV of cable TV digitisation was held in the Conference Room, Shastri Bhawan on 27th May, 2015 under the Chairmanship of Additional Secretary (I&B). List of participants is attached.

2. JS (B-I) welcomed the new members of the Task Force. She informed that the data compiled as per Census 2011 relating to the 7709 areas to be covered in Phase III have been uploaded on the website and any feedback relating to it may be provided by the members. She mentioned that comments of State/UT Governments have been sought on the Phase III data and changes, if any, required would be incorporated. It was informed by Advisor (DAS) that the Phase III of DAS will cover 38.8 million television households, spanning 630 districts, and requirement of STBs would be about 47 million including the provision for multiple TV in homes and TVs in commercial establishments. It was also informed that all registered MSOs and DTH operators have been requested to send monthly seeding data, for Phase III areas in the format already sent by 7th of every month. JS (B-I) also informed that "DD Kisan" channel has been launched and a notification for its mandatory carriage has been issued which may be complied with. It was also informed that applications are under process for issue of MSO registration and those who could not apply so far may apply even now, so as to enable the registration of the maximum number of MSOs.

3. The Chairperson enquired about the outcome of the meetings held in TRAI about signing of interconnection regulations and wanted to know whether some headway had been made.

4. Shri Sunil Kumar Singhal, Advisor (TRAI) informed that as per the data received by TRAI 61 MSOs have approached Broadcasters for signing of interconnect agreements. Though the broadcasters have given their replies to the MSOs, the memorandum of understanding (MoU) is yet to be signed. He added that TRAI had been having meetings with MSOs and Broadcasters, together as well as independently, and 4 core issues relating to Interconnect were identified during the

course of the meetings. Firstly, the MSOs while expressing interest for getting signals from Broadcasters were being asked for more information by Broadcasters. This was taking time. It was one of the reasons for delay in signing of Interconnection agreements. On the intervention of TRAI, Broadcasters have formalized their formats. These are very simple and comprehensive. Most of the leading Broadcasters have placed these on their websites so that all MSOs can submit requests at one go and the agreement signed. Secondly, some smaller MSOs had raised the issue that the distributors of several Broadcasters in a State were also MSOs and that led to conflict of interest with the MSOs. He said that TRAI was able to address this by seeking the details of the core team of the Broadcasters to be approached for getting the signals and the Broadcasters have provided such details also on their websites. The third point related to pending dispute between MSOs in DAS areas which are both old as well as new. These disputes need to be resolved mutually as TRAI would not intervene in such dispute. Fourthly, he pointed out the difference between MSOs and Broadcasters on the rate of channels during mutual negotiations between them. The larger MSOs are in negotiations with Broadcasters to finalize the prices and it is indicated that they will be in a position to finalize them by mid June. He said that simultaneously TRAI had also requested MSOs regarding the rate aspects and to devise means to have rational rates for Phase-III as the rates for Phase-I & II cannot be workable in these remaining Phases. Advisor (TRAI) also mentioned about the confusion between MSOs and Broadcasters regarding transition period as to how the agreements will be entered into transition period. This issue was taken up by TRAI and it was addressed to the satisfaction of every one that in the transition period the agreement has to be signed by the Broadcasters now which may be a final agreement or an MoU leading to a final agreement. He said that this was the broad consensus which had been arrived at. He also said that the MSOs and Broadcasters were business entities who should know as to how to communicate with each other in order to expedite and facilitate their business interest. TRAI asked the stakeholders not to repeat the mistake of Phase I and II by deploying pre-activated STBs.

5. The Chairperson appreciated the efforts of TRAI in doing its utmost to resolve the issues and advised that the contacts between MSOs and Broadcasters should increase. He asked the members as to any other issue that they wanted to take up.

6. Shri Ankur Jain of NSTPL raised the issue of getting the signals in the Phase-III areas through the HITS platform. He said that in Phase III areas, where 1 GB telelink is not available, only HITS can provide the facility for digitisation of cable networks. The Advisor (TRAI) said that what was being referred to are bandwidth issues and they will be taken up as and when the penetration in the areas of Phase-III happens. He said that these were genuine business issues which need to be thrashed out through mutual discussions between the stakeholders.

7. The Chairperson said that the publicity campaign should start now as the cutoff date for Phase III is approaching. Shri Anil Malhotra of Siti Cable said that the target rate of seeding requires to be around 2 to 3 lakhs per day while the present rate of seeding is about 20-30 thousand boxes which is way short and logistic support has to be planned out in order to step-up the pace of seeding.

8. Shri A. Mohan of IBF expressed the difficulty of the MSOs not having made their business plans so far and their using pressure tactics to bring down the rates. However, the chairperson reiterated that the need of the hour is to have complete cooperation among all the stakeholders for which continuous dialogue with an intent to resolve issues is a must.

9. The representative of the MSOs said that whatever be the rate declared by Broadcasters TRAI should come out with a non discriminative clause which should not push packages but allow the channels to be on a-la-carte basis.

10. The Advisor (TRAI) said that we have been insisting on a-la-carte and not bundling of channels and any delay in the implementation of DAS will result in losses to both MSOs and Broadcasters.

11. The Ministry of Information and Broadcasting (MIB) asked broadcasters and multi-system operators (MSOs) to sign their interconnect agreements for Phase III of digital addressable system (DAS) by 21 June. If they fail to do so, the Telecom Regulatory Authority of India (TRAI) will intervene.

12. An MSO representative suggested that packaging of channels should be monitored by TRAI. It was also suggested that LCO should be trained to spread DAS amongst the consumers as they are close to the consumers and can speedup this process.

13. The representative from BIS raised the issue of hacking of STBs and said that a request has been received from some broadcasters to strengthen the BIS Standard of STBs. JS (B-I) requested him to send a detailed report so as to take a view on it.

The meeting ended with a note of thanks to the Chair.

.....

List of participants who attended the 8th Task force meeting on
implementation of cable TV Digitization (Phase III)

- | | |
|--------------------------------|---|
| 1. Mr Jitendra Shankar Mathur | Additional Secretary (I&B) Chairperson |
| 2. Ms. R.Jaya | Joint Secretary (B-1) |
| 3. Mr. Yogendra Pal | Advisor (DAS) |
| 4. Mr. Shanker Lal | Deputy Secretary (DAS) |
| 5. Mr. Sunil Kr. Singhal | Advisor (TRAI) |
| 6. Mr. G S Kesarwani | Deputy Director (TRAI) |
| 7. Mr. Rajesh Meena | Representative of Doordarshan |
| 8. Mr. S. Vadivazagan | Representative of AIR |
| 9. Mr. Narendra Singh | Representative of BIS |
| 10. Mr. Ashish Tiwari | Representative of BIS |
| 11. Mr. Sat Narain | Nodal Officer, Punjab |
| 12. Mr. Prasenjit Das | Deputy Resident Commissioner, W.B |
| 13. Mrs. Annie Joseph | Representative of NBA |
| 14. Mr. A. Mohan | Representative of IBF |
| 15. Mr. P. Bagchi | Representative of ASSOCAM |
| 16. Mr. Ashish Malik | Representative of ASSOCHAM |
| 17. Mr. T.S Pawar | Hathway Cable & Datacom |
| 18. Mr. Ajay Singh | Hathway Cable and Datacom. |
| 19. Mr. N.K Rouse | IMCL |
| 20. Mr. Anil Malhotra | Siti Cable |
| 21. Mrs Hema Suri | DEN |
| 22. Mr. Madanjeet Kumar | Siti Maurya Cable Net Pvt. |
| 23. Mr. Binod Kumar | Siti Maurya Cable Net |
| 24. Mr. Amit kharbanda | CEAMA |
| 25. Mr.S.K Singh | Representative of DTH Association. |
| 26. Mr. Shaji Mathws | GTPL Hathway |
| 27. Mr. Bibhu Prasad Mahapatra | Ortel Communication Ltd. |
| 28. Mr. Bibhu Prasad Rath | Ortel Communication Ltd |
| 29. Mr. Ankur Jain | Representative of NSTPL |
| 30. Mr. Indrijeet Sen | Representative of LCO Association from
West Bengal |
| 31. Md Iquebal Ahmeis | Representative of Cable TV Operators Forum
Assam |
| 32. Mr. H Upadhay | Representative of VOICE |
| 33. Mr Suresh Amesak | Representative of Viacom18 |