

भारत सरकार

GOVERNMENT OF INDIA

सूचना और प्रसारण मंत्रालय

MINISTRY OF INFORMATION & BROADCASTING

'ए' विंग, शास्त्री भवन, नई दिल्ली-110 001

'A' Wing, Shastri Bhawan, New Delhi - 110 001

तारीख 28.10.2015

Date

Sub: Phase III of cable TV digitisation – Public awareness campaign

Cable television network in the country is regulated as per the Cable Television Networks (Regulation) Act 1995 and the Rules framed there-under.

As per Section 4A of this Act, Central Government has notified phased implementation of digital addressable system in the country by the cable operators. Phases I and II of cable digitisation have been completed. Phase III of digitisation which will cover all the remaining urban areas in the country is scheduled for completion by 31st December 2015. Rural areas would be covered in Phase IV which is to be completed by 31st December 2016.

To receive cable TV services in urban areas after 31st Dec 2015, it is essential that:

- Multi System operators and Cable operators carry only digital encrypted signals and
- Every cable subscriber has a set top box.

Public must be aware that they require a set top box before the cutoff date.

In this connection kind attention is drawn to the provision under Rule 12 of the Cable Television Networks Rules 1994 which states that, "Every Broadcaster, Multi-System Operator and cable operator shall create public awareness among, and provide information to, the subscribers in the notified areas from a period at least thirty days prior to the date such areas are notified, either through advertisements in the print and electronic media or through such other means including leaflets, printing on the reverse of the receipts, personal visits, group meetings with subscribers or consumer groups, cable service and website, containing salient features of the Digital Addressable Cable System."

Since the cutoff date of 31st Dec 2015 for phase III of digitisation of cable TV network in urban areas is very near, it is presumed that broadcasters, MSOs and LCOs have already initiated public awareness campaign.

You are requested to confirm that you have already initiated public awareness campaign and the details of the same, along with documentary proof, may be sent to the Ministry by email at das.delhibecil@gmail.com within 15 days of the issue of this communication.

Jaya R.
28/10/15

(R. Jaya)

Joint Secretary (B-I)

To

All Broadcasters and MSOs