

Minutes of the 14th Task Force meeting, held on 1st August 2012, for implementation of DAS

14th Task Force meeting for implementation of DAS for Cable Television Network in the four metro cities by 31.10.2012 was held on 01.8.2012 under the chairmanship of Additional Secretary.

After welcoming the members, Additional Secretary required JS(B) to make a presentation on the progress made since last meeting of Task Force. The main highlights of presentation by JS(B) are as under:

- 1.) The activity of seeding of STBs has picked up, about 42 lakhs, STBs have been installed so far in the 4 metro cities. Weekly seeding of STBs has also gather momentum and about 50 thousand STBs were installed in the week ending 27/07/2012.
- 2.) The details of area of operation in respect of National Level MSOs have been received from 2 MSOs and same are being manner.
- 3.) The details have been received from 4 independent MSOs from, whom show cause notices were issued, have been received.
- 4.) The independent MSOs from whom data is awaited are being issued show case notices.
- 5.) Data was sort from MSOs about the headened capacity to carry 500 channels. Data has been received 15 so far.
- 6.) A meeting was held in the Ministry with a 5 major aggregators on 23/07/2012. This meeting was held to take stock of to process made towards signing of interconnected agreement. It transpired in the meeting that agreements have not been signed due to difference in approach between broadcasters and MSOs in respect of revenue share model. It was informed that while MSOs was insisting on present a arrangement, aggregators wanted share based on cost per subscription.
- 7.) An online software has been developed by BECIL to enable the MSOs to upload data online so as to infused the case of convenience and complete transparency.
- 8.) Based on the discussions held in the Sub-Group on public awareness, it was proposed to carry a message through an advertisement by private T.V. channels in a well coordinated and synchronize fashion at a given time by blanking the screen, but without disrupting /disconnecting the telecast, to inform the public in a suitable way about the digitalization by engaging a celebrity to spread this message. The industry would take action to engage a celebrity for the purpose.
- 9.) T.V. Spots are being prepared.

10.) 33 MSOs have already been registered.

Then after AS emphasize the need of urgent finalization of interconnect agreement so that the picture regarding prices of channels or subscription becomes clear to enable up their decision, AS stated that it was always advantageous for Broadcasters and MSOs to come to a negotiated settlement, as this would reflect a model based on their mutually beneficial this interest. He want that in case such a negotiation does not conclude , which was to be concluded by 31.07.2012, then the standard agreement as mandated by TRAI would kick in this may not reflect the desired interest of the stakeholder, and it was in the interest of the stakeholders to conclude the agreements.

Therefore the representative of MSOs alliance that informed that TRAI has already held a meeting with all the stakeholders so that the issues of interconnected agreement would be resolved, he mentioned that all MSOs are in the throes of serious discussion with Broadcasters and within next 14 days agreement would be finalized, he has also suggested that IBF & NBA should restart the public awareness campaign in a an earliest way.

The representatives of MSOs alliance also mentioned that a lot of inventories of STBs was lying in their godown and LCOs should be impressed upon to take of STBs he mentioned that they would endeavour the better the terms to be offered to LCOs.

The representatives of IBF also expressed confidence that the interconnect agreement would be signed within next 14 days.

The representatives of consumer forum suggested a unified price of STBs should be announced to be benefit of consumers. The represent of MSOs alliance stated that they are seized of the issue and appropriate course of action to take place.

Meeting ended with a vote of thanks to the chair.
