

3rd July, 2013

To
Shri Wasi Ahmad,
Advisor (B&CS),
Telecom Regulatory Authority of India,
New Delhi – 2.

Sub: Draft Amendments to Telecom (Broadcasting and Cable Services) (Fourth) (Addressable System) Tariff Order, 2010.

Dear Sir,

On behalf of Asianet Stellite Communications Ltd, we thank you for giving us an opportunity to present our comments:

1) Clause 6 of Telecom (Broadcasting and Cable Services) (Fourth) (Addressable System) Tariff Order, 2010 :

In sub clause (1) of second proviso:

*A la carte rate(to the retail subscriber) of pay channel forming part of a bouquet offered by MSO shall not exceed **4 times (instead of 2 times as proposed)** the a la carte rate of the channel offered by the broadcaster at whole sale rates to MSOs for addressable systems. FTA channels can be allowed to be priced by the MSO as per its discretion as long as the rates are uniform for all FTA channels.*

Justification: It may please be noted that the MSO also needs to share one part of the a la carte rate with the LCO which is not the case with DTH. Hence the limit can be 4 times the wholesale rate for MSOs.

Clause 4) It shall be open to the service provider providing services through addressable system to specify a minimum monthly subscription, not exceeding one hundred and fifty rupees (exclusive of taxes) per month per subscriber, towards channels chosen by the subscriber

PROVIDED that the subscriber of the addressable systems may subscribe to (any bouquet) or(any bouquet and any pay or free to air channel) or (only free to air channels) or (only pay channels) or (pay channels and free to air channels) offered by the Service Provider.

Yours Sincerely,
For Asianet Satellite Communications Ltd.