

Information note to the Press (Press Release No. 92 /2017)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

Direction regarding display of registered satellite TV channels on landing page

New Delhi, 08th November, 2017: The Telecom Regulatory Authority of India (TRAI) today issued a direction to all the broadcasters and distributors of television channels to restrain from placing any registered satellite television channel, whose TV rating is released by TV rating agency, on the landing LCN or landing channel or boot up screen.


2. Landing channel or the landing page refers to the Logical Channel Number (LCN) which is displayed first when the set top box is switched on. The landing page is, normally, used by the distributor of television channels for providing information to consumers and promotion of its distribution platforms. However, in recent past, a number of representations from stakeholders have been received wherein it has been reported that the practice of placing a registered satellite TV channel, whose TV rating is released by TV rating agency, on the landing page has the potential to affect the viewership data of that channel, and therefore it is susceptible to influence the television audience measurements / television ratings.

3. The Authority has, on examination of the issue, reached to a conclusion that placement of registered TV channel, whose TV rating is released by TV rating agency, on landing page may affect orderly growth of the sector and is against the spirit of the policy guidelines for TV ratings agencies. Accordingly a direction is issued to all the broadcasters and distributors of television channels, to restrain from placing any registered satellite television channel, whose TV rating is released by TV rating agency, on the landing LCN or



landing channel or boot up screen. The broadcasters and distributors are required to comply with the direction within fifteen days.

4. Full text of the direction is available on TRAI's website: www.trai.gov.in



(S. K. GUPTA)
Secretary, TRAI