

Information note to the Press (Press release No. 91 /2013)

For Immediate release

TELECOM REGULATORY AUTHORITY OF INDIA

TRAI expresses serious concern over tardy implementation of Digital Addressable Cable TV Systems in Chennai. Directs Broadcasters, Multi System Operators and Local Cable Operators to take immediate action or face consequences.

Delhi 10th December 2013:- TRAI, on 09th December 2013, convened a meeting of Broadcasters, Multi System Operators (MSOs) and Cable Operator Associations of Chennai to review the progress of implementation of Digital Addressable Cable TV Systems (DAS) in Chennai Metropolitan Area.

The amendment of the Cable TV Act by the Parliament mandates that the cable TV signals should be supplied/ transmitted only in Digital Addressable mode. The deadline for implementation of DAS in the metro cities of Delhi, Mumbai, Kolkata and Chennai was 1st November 2012. The regulatory framework for implementation of DAS has already been put in place by TRAI in April/ May 2012. This includes regulations on Interconnection, Quality of Service and Consumer Complaint Redressal and Tariff Order.

While DAS has been successfully implemented in the metro cities of Delhi, Mumbai and Kolkata, the same is not the case in Chennai. It has been reported that TV channels are still being transmitted/ retransmitted in analog mode / unencrypted mode in the Chennai Metropolitan Area, by some of the Multi-System Operators/ Cable Operators. The Analog transmission has to be stopped and complete addressable digitization is to be implemented. The Subscriber Management System of the MSOs must have complete details of the subscribers including their choice of channels/ services opted by them. Unless this is done the full benefit of digitization cannot be extended to all the stakeholders including the subscribers.

TRAI has today directed all the stakeholders to take immediate action for effective implementation of DAS or face consequences.

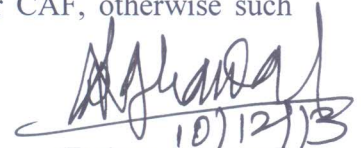
Broadcasters have been directed to provide the signal of their TV Channels to only those MSOs who are registered for providing cable TV services through DAS and who are providing the cable TV services through DAS, meeting the requirement of the regulatory framework notified by the Authority.

The MSOs have been directed to take immediate steps to ensure that the only digital and encrypted signal are transmitted in their network and duly filled in Consumer Application Forms (CAFs) are collected from the subscriber and complete details of CAFs including choice of channels are entered into the Subscriber Management System.

The Authority would closely monitor the progress in this regard and would take all possible actions, including penal action as per the TRAI Act, to ensure compliance of its regulatory framework.


10/12/13

Cable TV subscribers of Chennai are informed that since transmission of analog cable TV signal is illegal in Chennai, please ensure that you receive your cable TV connection only from cable TV operator supplying DAS signal, else your cable TV connection may be switched off any time. Further, Cable TV subscribers are requested to cooperate and submit the Consumer Application Forms, complete in all respect, to the respective Cable Operator/ MSO at the earliest, to enjoy the full benefit of digitization. In the event of failure to do so, MSOs will have no option but to switch off the signal to those consumers who have not submitted their CAF, otherwise such MSOs would be in breach of the law.



(Rajeev Agrawal)

Secretary

TRAI