

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3365

ANSWERED ON:05.02.2004

PROGRAMMES THROUGH DIRECT TO HOME TELEVISION

CHARAN DAS MAHANT;GADDE RAMAMOHAN;M.V.V.S MURTHI;SHYAMA SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has decided to introduce Direct-to-Home TV services to keep away Cable Operators and CAS as reported in the Hindustan Times dated January 22, 2004;

(b) if so, the facts and details thereof;

(c) whether Tata-Star DTH venture has been announced;

(d) if so, the details thereof; and

(e) the time by which the DTH is likely to be introduced and monopoly of Cable Operators to be eliminated?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a), (b) & (e): Direct-to-Home (DTH) Broadcasting Service, refers to distribution of multi channel TV programmes in Ku band by using a satellite system, by providing TV signals direct to subscriber's premises, without passing through an intermediary such as cable operator. The Government had, in the year 2001, announced guidelines, for obtaining license for providing Direct-to-Home (DTH) Broadcasting Services in India. So far, four applications have been received for starting DTH Broadcasting Service in the country. Of these, M/s ASC Enterprises Limited has been granted license for the same, who have launched their services w.e.f. 2nd October, 2003.

(c) & (d): No intimation has been received in this regard.