

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

STARRED QUESTION NO:140
ANSWERED ON:25.02.2009
INTRODUCTION OF HEADEND IN THE SKY
Badiga Shri Ramakrishna

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

- (a) whether the Government has cleared the recommendations of the Telecom Regulatory Authority of India (TRAI) to introduce the Headend-In-The Sky (HITS) Broadcasting Service in the country;
- (b) if so, the details thereof; and
- (c) the manner in which it will help in improving transmission and distribution of television signals in the country?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a) to (c) : A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE LOK SABHA STARRED QUESTION NO.140 FOR ANSWER ON 25.2.2009.

(a) & (b): The policy of Headend-in-the Sky (HITS) based on the recommendations of Telecom Regulatory Authority of India (TRAI) is at a final stage for decision.

(c): HITS is a digital delivery mode of distribution of TV channel and would speed up the process of digitalization of cable services located in Non-CAS areas of the country. It serves the whole country providing its signals through satellite to many MSOs/cable operators who can further send digital signals through set top box to the customers using their cable networks. HITS operationalization would not only help increase the penetration of cable market further into rural areas where it has so far been absent because of unviability but will also help in further reduction of prices of Set Top Boxes. It may also lead to further consolidation of the cable market and enable better service to the consumers. HITS would benefit subscribers with a wider choice of digital channels, better picture quality and value added service at affordable price. HITS would provide greater channel capacity from the present limited capacity of channels placed in prime/non-prime band. Unlike CAS, HITS would be purely voluntary.