

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

UNSTARRED QUESTION NO:5178
ANSWERED ON:27.04.2010
HEADEND IN THE SKY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether applications/ requests have been received by the Government seeking permission to operate Headend in the Sky (HITS) services in the country;
- (b) if so, the status of such applications;
- (c) the time by which such applications are likely to be cleared;
- (d) the areas covered under the HITS services; and
- (e) the extent to which HITS services are likely to benefit the consumers?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a), and (b) : The Guidelines for HITS services were notified by the Government on 26.11.2009 after the approval of Union Cabinet. No fresh application has been received so far. However M/s. Digicable Pvt. Ltd. sought permission for HITS services in 2008 when they were advised to re-apply after the notification of policy in the matter. Now M/s. Digicable has requested for revival of their application. Their application is being examined with reference to the provisions made under the guidelines for HITS services.

(c): Since the application for permission of providing HITS services are subjected for security clearance from Ministry of Home Affairs and Satellite use clearance from Department of Space, no time limit can be given for the final disposal of such applications.

(d) : HITS services can cover whole of the country.

(e) The benefits likely to accrue to the consumers through HITS Services are as follows: -

(i) High quality digital transmission with value added services will be enabled throughout the country at one go;

(ii) Since the reach of HITS service operator increases manifold, it can be expected that the cost of set top box will be reduced due to economies of scale;

(iii) The digital transmission will enable the operators to show many more channels to the consumer thus offering him a wide variety of choices; and

(iv) The implementation of CAS through HITS will bring down the cost of distribution which may lead to reduction in subscription rates and deeper penetration of cable services into rural areas.