

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

UNSTARRED QUESTION NO:5244
ANSWERED ON:27.04.2010
TV PROGRAMMES ON MOBILE PHONES
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government proposes to allow television services customised for mobile phones;
- (b) if so, the details thereof;
- (c) whether the TRAI has recently submitted any report to the Government in this regard;
- (d) if so, the details thereof and reaction of the Government thereto;
- (e) whether the Government has any reservation on the allocation of band-width for such services;
- (f) if so, the details thereof; and
- (g) the time by which all issues delaying the introduction of TV services on mobile phones is likely to be resolved and such services would commence alongwith the initial investment likely to be made by private and public service providers for launching such services?

Answer

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

(a) and (b): Doordarshan is providing Mobile TV service (DVB-H transmission) in Delhi since May 2007, as a pilot project . The service initially started with a bouquet of 8TV channels, the number of TV channels has now been increased to 16. The Government in consultation with TRAI is working on formulating a policy framework for allowing private operators to provide Mobile TV services.

(c) and (d): On a request made by the Ministry on 21.6.2007 to Telecom Regulatory Authority of India (TRAI) for submitting its recommendations on the issues relating to mobile TV services under Section 11 of the TRAI Act., the recommendations were received on 23.1.2008 on issues relating to spectrum, licensing etc. of mobile TV services. After consultation with the stakeholders, the Government has on 19.1.2010 submitted its views to the Telecom Regulatory Authority of India (TRAI) on its recommendations relating to Mobile TV services for further recommendations /views of TRAI in the matter. TRAI has on 14.4.2010 submitted its final recommendations/views on the observations of the Government. TRAI has accepted most of the views of the Government in the matter. The details of these recommendations of TRAI can be seen at the website (www.traigov.in) of TRAI.

(e) & (f): TRAI had recommended that each mobile TV operator be allocated a bandwidth of 8 MHz within UHF Band V (585 MHz-806 MHz). Government is in agreement with TRAI on allocation of 8 MHz bandwidth.

(g): No time limit can be prescribed as such policy issues require large scale consultations with stakeholders and other Ministries/Departments of the Government. So far as investment likely to be made by the private/public service providers is concerned, no study has been made. Doordarshan's pilot project of DVB-H transmission (Mobile TV) was approved at a capital cost of Rs.439.30 lakhs in February, 2006. Existing digital transmitter was utilized. Doordarshan, at present, has no approved scheme to start mobile TV anywhere else in the country.