

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

UNSTARRED QUESTION NO:3089

ANSWERED ON:24.04.2012

DIGITAL ADDRESSABLE CABLE TV SYSTEM

Angadi Shri Suresh Chanabasappa;Bapurao Shri Khatgaonkar Patil Bhaskarrao;Gaikwad Shri Eknath Mahadeo;Mandlik Shri Sadashivrao Dadoba;Paranjpe Shri Anand Prakash;Rao Shri Nama Nageswara

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

(a) whether The Cable Television Networks (Regulation) Amendment Bill, 2011 has made mandatory digitisation of cable television services in the country;

(b) if so, the allocation made for the implementation of digital addressable cable system in the country;

(c) whether the Government/ Telecom Regulatory Authority of India (TRAI) has sorted out the issues related to interconnection and tariff structuring, redressal of consumer complaints, service standards, and carriage fee with the cable operators and broadcasters before the implementation of the said Cable System in the country;

(d) if so, the details thereof and the steps taken/ being taken by the Government to check the inflated tariff structure by the cable operators and broadcasters;

(e) whether there is a lack of awareness among the TV viewers regarding phasing out of cable TV networks from the metropolitan cities; and

(f) if so, the reaction of the Government thereto?

Answer

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

(a) & (b): As per section 4A (1) of the Cable Television Networks (Regulation) Amendment Bill, 2011, it is obligatory for every cable operator to transmit or re-transmit programmes of any channels in an encrypted form through a digital addressable system with effect from such date notified by the Central Government. The Ministry, vide its notification dated 11.11.2011, had notified sunset dates for implementing digitalization with addressability in the cable TV services in a phased manner, leading to complete switch off of analogue services by 31st December, 2014. The entire cost of digitalization is to be borne by private sector and no allocation in this regard has been made by the Government.

(c) & (d): In order to achieve smooth transition from non-addressable cable TV system to digitalized Cable TV systems, the Telecom Regulatory Authority of India (TRAI), in consultation with the industry stakeholders, identified the issues that need to be addressed through a regulatory regime. A consultation paper titled "Issues related to implementation of Digital Addressable Cable TV systems" concerning these issues was released on 22.12.2011. After receipt of the comment/views/counter-comments, an open house discussion (OHD) with the stakeholders was also held on 13.03.2012. Based on the comments/ views of stakeholders and analysis thereof, the regulatory provisions on the aspects of tariff, interconnection and Quality of Service for the digital addressable regime are under process of finalisation.

(e) & (f): The Ministry has launched an information and public awareness campaign with a view to make people aware of the changes necessary from the dates prescribed, as also to address their concerns and queries. Towards this end, an advertisement was brought out in all the major dailies in India on 5.2.2012. A Toll Free Telephone Number 18000 180 4343 has been made operational, which functions on all week days from 10.00 am to 6.00 pm to address and clarify various queries of public at large. A facebook account – www.facebook.com/DigitalIndiaMIB – has been set up to facilitate an interactive platform to address all aspects of issues relating to public concerns. A dedicated website on the subject (www.Digitalindiamib.com) has also been made functional. In addition, the Ministry has also created Radio jingles and Television spots for creating awareness.