

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

UNSTARRED QUESTION NO:5164  
ANSWERED ON:08.05.2012  
POPULARITY OF DTH SERVICES  
Singh Shri Ratan;Sinh Dr. Sanjay

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

- (a) the methodology adopted by the Government to assess the popularity of Direct to Home (DTH) services;
- (b) whether the need to maintain a record of viewers was not felt in Direct to Home (DTH) system;
- (c) if so, the reasons therefor and the reaction of the Government thereto; and
- (d) the extent to which it is beneficial to both consumers, operators and the Government?

**Answer**

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

(a)to(c) In so far as Doordarshan's DTH service "DD Direct Plus" is concerned, this is free to air and at present does not have Conditional Access System (CAS) to maintain record of viewers. It was started primarily for providing TV coverage to the areas uncovered by terrestrial transmitters. Doordarshan's DTH platform at present has capacity of transmission of 59 TV channels. Telecom Regulatory Authority of India (TRAI) vide its order dated 30.7.2008, had asked the private Direct to Home (DTH) operators to submit the quarterly Performance Monitoring Report (PMR) in accordance with the proforma annexed with the order. As a part of this PMR, the operators are required to submit their subscriber base at the end of every quarter, to the Authority. The aggregate registered subscriber base of all the private DTH operators is also published by TRAI on its website on quarterly basis as a part of the report titled "The Indian Telecom Services Performance Indicators".

(d) The data of the subscriber base of all the private DTH operators has an inherent benefit to the operators in terms of better management of businesses and transparency in competitive positioning, to the Government in terms of increased tax revenue and greater transparency in business transactions helping in reducing litigation among service providers and the need for regulatory interventions and better business management ultimately benefits the consumer in providing them better quality of services at competitive prices.