

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

UNSTARRED QUESTION NO:333

ANSWERED ON:26.02.2013

DIGITISATION OF CABLE TV SERVICES

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

- (a) the progress made on the implementation of digitisation of cable TV service across the country so far, State-wise;
- (b) whether the Government proposes to extend the deadline for the implementation of the said scheme in some parts of the country;
- (c) if so, the details thereof and the reasons therefor;
- (d) the number of Set Top Boxes (STBs) installed across the country along with the revenue generated by the Union/State Governments from the installation of STBs so far; and
- (e) the details of benefits/advantages to the TV viewers, broadcasters, cable operators, Multi System Operators and other stakeholders after the implementation of the said scheme?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (c) :Based on the recommendations of Telecom Regulatory Authority of India (TRAI), the Ministry of Information and Broadcasting has taken necessary steps to implement Digital Addressable Systems (DAS) in the Cable TV sector. The Ministry vide its notification S.O No. 2534(E) dated 11.11.2011 has notified dates for implementation of DAS in four phases. Implementation of DAS was substantially completed in 3 out of the planned 4 metros of Delhi, Mumbai and Kolkata by the mandated time line of 31st October, 2012. In Chennai the matter is sub-judice in the High Court of Madras. In the second phase, 38 cities with a population of more than one million are proposed to be covered by 31st March, 2013. All other urban areas (Municipal Corporations / Municipalities) are proposed to undertake digital transition by 30th September, 2014 and rest of India by 31st December, 2014.

(d): A total of 1.20 Crores Set Top Boxes have been installed as on January, 2013, the details of revenue generated are not centrally maintained.

(e) : Digitization would benefit all stakeholders, including the cable operators and consumers. Digitization would bring a host of benefits for consumers like improved picture and sound quality, multiple choices of channels, internet, movies and games on demand etc. Digitisation would also entail improved consumer services through setting up of Toll Free numbers and consumer grievance redressal mechanisms by service providers. For broadcasters it would lead to enhanced revenue generation through transparency in the subscriber base. The Cable Operators too get to provide advanced high quality services to their consumers and face the competition successfully by the DTH operators to stay in business. State Governments and Government of India stand to gain significantly as transparency in the subscriber base through digitization would lead to multi fold increase in the tax collection.