

Minutes of the 16th Task Force Meeting held on 03.9.2012 at 3.30 pm regarding Implementation of DAS in the Cable Television Network

Meeting of the 16th Task Force was held on 03.09.2012 under the chairmanship of Secretary I & B on implementation of DAS for Cable Television Network in four metro cities. From the Ministry side Joint Secretary (BP&L), Advisor-DAS, Director (BP&L) and Under Secretary (BP&L) were present in the meeting.

The Chairman welcomed the members and reminded them that implementation of DAS as mandated by the Government is our prime responsibility at this hour and the role of the Task Force is to see that the targets set for seeding of STBs by the Ministry are achieved. He emphasized that there would not be any further extension of sunset date for analogue cable television for the first phase in the four Metros and the stipulated date of 31st October 2012 is sacrosanct.

Thereafter, Joint Secretary (B-I) highlighted the progress of DAS since the last Task Force meeting held on 16.08.2012 and the main points are as under:

- STB Percentage of seeding for the week ending 24.08.2012 was 28.95%, 49.96%, 34.45% for Delhi, Mumbai and Kolkata respectively
- Present seeding was 1.33 lakhs per week and the required seeding was about 17 lakhs per week.
- Registration of two MSOs was revoked after issuing show cause notices to them for not supplying data. Show cause notices were issued to 8 MSOs for not supplying data in time.
- Letters were issued to National MSOs to expedite seeding as per their submitted plans
- One National MSO was reminded to supply copy of invoice for STBs ordered by them.
- Software for on-line uploading of seeding of data by MSOs has become operational.
- Radio Jingles are being broadcast by AIR on FM Rainbow and FM Gold 8 times a day
- Jingles are being sent to AROI to broadcast at least 10 spots per day on all Pvt FM Channels
- 3 TV Spots were developed through DAVP. One spot was sent to all TV Channels to be broadcast at least 6 spots per day. Other 2 spots were being finalized and dubbed in other regional languages. Modified Black-out Ad was received from NBA
- Draft of the newspaper Ad is ready and would be issued shortly
- There has been some progress in the signing of the agreements between the Aggregators/Broadcasters and the MSOs. Each National MSO is reported to have signed agreements with some broadcasters.
- Ministry has received 52 applications for issue of MSO Licence and has issued 46 licences so far.

Summing up the progress, Joint Secretary reiterated that although the seeding of STBs had been showing some progress of late, however, the seeding rate is increasing every day which calls for some special measures and effort from all MSOs to gear themselves up for the task.

President COFI informed that some LCOs were getting the feed from more than one MSO and that they were awaiting the signing of agreements by the MSOs with the broadcasters. She complained that some of the MSOs were not providing STBs to the LCOs. She was told that her information was not correct and in case it was so, she should send the details of these MSOs and LCOs to Ministry. She also suggested that Delhi Government should involve RWAs under Bhagidari system to boost digitalization.

MSO alliance representative informed that agreements with broadcasters are likely to be completed within a week. He further informed that Packages to the subscribers are likely to be finalized in next 10 days. He emphasized that MSOs are giving all the information asked by Ministry from time to time. He told that LCOs are not reportedly seeding the STBs and it would be appropriate that State Nodal Officers call the LCOs to explain the poor seeding of STBs on their part. He also informed that recently MSOs had print Ads in the National papers carrying information for the consumption of consumers on DAS.

Representative of IBF and NBA assured that they shall consider giving TV spots on TV channels in the prime time for the public awareness ads relating to digitization of cable TV Network.

Joint Secretary informed the task force that a meeting with State Government Nodal Officers shall be held in the Ministry very shortly and as suggested by members the Nodal officers shall be requested to have meetings with LCOs to expedite seeding of STBs in their areas of operation. The Ministry had received lists of LCOs who are not cooperating with MSOs in seeding of STBs, details of this information shall be shared with Nodal Officers. Also a meeting of sub group of LCOs is being held in the Ministry on 5.9.2012 which has the same agenda.

Some of the members were of the view that show cause notices and other similar actions should also be taken against broadcasters/aggregators and other stakeholders for not sending data to Ministry.

Joint Secretary concluding the meeting told all members that MSOs are expected to complete the remaining agreements with the aggregators and at the same time also initiate and complete their agreements with the LCOs. In the coming days public awareness campaign has to be intensified. She also informed the members that apart from other TV spots which have been approved by the subgroup on public awareness campaign, a black out Ad has also been developed by NBA which shall be broadcast on all TV channels in a synchronized manner.

Meeting ended with a vote of thanks to the chair.