

Minutes of the 17th Task Force Meeting held on 17.9.2012 at 3.30 pm regarding Implementation of DAS in the Cable Television Network

Welcoming the participants JS (B) started the meeting with a presentation which focused on the Public Awareness Initiatives. She told the Task Force Members that blackout Ad on TV Channels was very successful and all major channels including DD, Sony, Star, Zee, Colors, News & Regional channels carried Ad on 14th & 15th September, 2012. She also informed that SMS message between 8-9 am was delivered to one crore cellphone in each of the metro cities on the 16th of September, 2012. Eight spots/day on FM Rainbow & Gold channels on All India Radio were also broadcast. On private FM Channels 5 to 10 spots/day on all FM channels in metro cities were broadcast. She informed the members that agreements between broadcasters and MSOs have been completed to the extent of 70%, and agreement between MSOs and LCOs are in the process of completion. With regard to the announcement of package rate, she said that MSO have assured TRAI that rates should be announced by 19th September, 2012. She also gave the rate of seeding in the four metros where in Mumbai 95% seeding has been done, in Kolkota 67% has been done, in Delhi 53% has been done and in Chennai 49% has been achieved. The details of the seeding data in the four metros as shared with all members is as under :

MUMBAI

Total Households	26.65L
TV penetration	85%
Households having TV	22.74L
DTH Subscribers	7.1L
Cable Households	15.64L
20% for Multiple TV in a home & TVs in offices	3.13L
Total Cable Subscribers	18.77L
Cable STBs seeded	17.82L(95%)
Cable STBs to be seeded	0.95L (5%)

DELHI

Total Households	33.41L
TV Penetration	88%
Households	29.39L
DTH Subscribers	8.77L
Cable Households	20.62L
20% for Multiple TV in a home & TVs in offices	4.12L
Total Cable Subscribers	24.74L
Cable STBs seeded	13.11L(53%)
Cable STBs to be seeded	11.63L (47%)

KOLKATA

Total Households	32.63L
TV penetration	61%
Households having TV	19.90L
DTH Subscribers	3.44L
Cable TV Households	16.46L
20% for Multiple TV in a home & TVs in offices	3.29L
Total Cable Subscribers	19.75L
Cable STBs seeded	13.28L (67%)
Cable STBs to be seeded	6.47L (33%)

CHENNAI

Total Households	11.07L
TV Penetration	95%
Households	10.56L
DTH Subscribers	6.28L
Cable Households	4.28L
20% for Multiple TV in a home & TVs in offices	0.86L
Total Cable Subscribers	5.14L
Cable STBs seeded	2.50L(49%)
Cable STBs to be seeded	2.64L (51%)

Speaking of the blackout ad, she said that some of the channels have been identified which did not carry the blackout ad and NBA & IBF may be asked to seek information from these channels as to why they did not carry these ads. She said that there is required to be some consistency in the presentation of the spots on TV and it is being monitored through EMMC. She said that it is required that on an average six times transmission of the ad is needed and this consistency should be maintained. She informed that DD had abided by

this norm and had shown it eight times and other private channels must also do so at least a minimum of 6 times at evenly spread out times. Regarding the data on which the analysis was made she informed that the census figures were the basis of the data and the census data has a margin of error factored into it. Therefore, data is reliable and is used for assessment of all Government policies. She said that the exercise of having the data of seeding in four metros was important one and has brought before everyone the remaining TV households where seeding is required and clearly spells before every one the task that remains to be achieved.

Discussing the rate of seeding in Delhi, Shri Ashok Mansukhani said that some further push is required to achieve the target and he mentioned that the rate of seeding requires to be 40,000 per day while currently it is about 10,000 per day. Therefore, unless aggressive seeding of STBs is done the target will not be achieved. JS (B) also suggested that feedback from the Task Force Members is essential and every meeting of the Task Force is critical since we were approaching the last phase of the implementation of DAS in the four metros.

Smt. Roop Sharma addressing Members said that the consumer is not aware as to the prices of the packages and the consumer will not be able to have options to exercise his choice which in a way will create a monopolistic situation. She suggested that the Ministry and TRAI should examine the agreements as the agreements comprise revenue sharing but do not reflect the prices of the packages and it is important that this should be addressed. The representative from the Consumer Forum stressed on the need for having the rate of packages clearly defined and announced as without the rates being known to the consumers the seeding will not speed up.

Summing up the meeting JS (B) told the members that blackout ad in the first week of October would again be run at 7.58, 8.58 & 9.58 pm. She said that count down timer is also being devised that will run from October onwards.

The date and time of the 18th meeting of the Task Force was announced as being 1st October at 3.30 pm.

The meeting ended with a Vote of Thanks to the Chair.