

Minutes of the 18th Task Force Meeting held on 1.10.2012 at 4.30 pm regarding Implementation of DAS in the Cable Television Network

Joint Secretary (Broadcasting) welcomed the participants and commenced the meeting with the presentation showing the progress which had been made since the last meeting of the Task Force held on 17.9.2012. JS informed the Task Force Members that the seeding rate has picked up significantly and that the seeding progress in Delhi is also impressive. She said that the public awareness programme had been very effective and has picked up very nicely. Providing details of the progress in the four Metros she said that the progress in Mumbai has been very impressive and the position in Kolkata is also good, however, in Delhi the rate of STB seeding has to be improved.

Joint Secretary (Broadcasting) in her brief presentation provided the details of the requirement of STBs and the current position of seeding in the four Metros the highlights of which are as under:

THE OVERALL PICTURE

Total Households	103.76L
TV penetration	80%
Households having TV	82.59L
DTH Subscribers	25.59L
Cable Households	57L
20% for Multiple TV	
in a home & TVs in offices	11.40L
Total Cable Subscribers	68.40L
Cable STBs seeded	49.64L(73%)
Cable STBs to be seeded	18.76L (27%)

MUMBAI

Total Households	26.65L
TV penetration	85%
Households having TV	22.74L
DTH Subscribers	7.1L
Cable Households	5.64L
20% for Multiple TV	
in a home & TVs in offices	3.13L
Total Cable Subscribers	18.77L
Cable STBs seeded	18.30L(98%)
Cable STBs to be seeded	0.47L (2%)

KOLKATA

Total Households	32.63L
TV penetration	61%
Households having TV	19.90L
DTH Subscribers	3.44L
Cable Households	16.46L
20% for Multiple TV in a home & TVs in offices	3.29L
Total Cable Subscribers	19.75L
Cable STBs seeded	14.04L(71%)
Cable STBs to be seeded	5.71L (29%)

DELHI

Total Households	33.41L
TV penetration	88%
Households having TV	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	14.74L(60%)
Cable STBs to be seeded	10L (40%)

CHENNAI

Total Households	11.07L
TV penetration	95%
Households having TV	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	2.56L(50%)
Cable STBs to be seeded	2.58L (50%)

She also informed the members about the meeting with the Chief Minister of Delhi where the Chief Minister assured the Ministry of their utmost cooperation and they also assured that in case of any problem, the same could be brought to notice of Delhi Government for its immediate rectification. The strong message that has been given all across is that no extension of the deadline will be there. She said that position in Delhi over the last two weeks has improved considerably. She requested Mr. Rajiv Khattar of DTH Association to provide the data of the subscriber, base on daily basis and said that a letter from the Ministry to this effect would also be communicated. She also told of the Task Force Members that the need to have count-down clock activated from the 15th of October onwards is now ripe. She said that a second round of black-out ads, awareness spots in cinema houses, hoardings on bus stops will all be started immediately. She informed the Task Force Members that the field visits conducted by the Ministry proved that everyone is aware of the digital switchover and the publicity campaign has been very effective in delivering this message to everyone.

Shri Ashok Mansukhani of IMCL suggested that celebrities should also be engaged in the publicity campaign as it would provide the necessary impetus to the campaign. JS (B) also shared the feed back received from the field visits and informed the members that even in the poorer section people were willing to switch over to DTH because of better quality of service and some good offers from DTH players and it was also observed during the course of the survey that several houses were double TV homes and this factor also needs to be taken into account. The survey also revealed certain problems at the ground level and certain issues which have come to light.

Ms. Roop Sharma addressing the members said that ground reality was not clear since each stakeholder gave a different picture and the method is not transparent. She also raised the issue that MSOs have not announced their package rates and neither the composition of the packages. She was also aggrieved by the fact that she had not been called for the meeting under the Chairmanship of MIB as she was an important stakeholder representing the entire LCOs. Joint Secretary (Broadcasting) clarified to her that she was having a misplaced notion of having been sidelined since the meeting under the MIB did not relate to issues concerning LCOs. Moreover only those who were required for the meeting were called since each meeting has a different aim and agenda, therefore, the participants are selectively chosen and invited. Joint Secretary also clarified to Ms. Roop Sharma that the MSO had announced their packages along with its composition which was displayed on the website. Ms. Roop Sharma commented that the LCOs were not net savvy and did not have access to computers and therefore had not been able to get this information which needs to be disseminated widely. Joint Secretary (Broadcasting) assured her that this will be publicized

widely by the MSOs through leading newspapers, pamphlets etc. so that everyone gets to know of it.

Ms. Roop Sharma also requested Shri Ashok Mansukhani that the BST and al-a-carte rates of channels may be provided for the knowledge of everyone and he assured that the al-a-carte list and the package rates would be announced and widely publicized.

The representative from the Department of Information & Technology raised the issue of local manufacturing of Set Top Boxes and suggested that more impetus should be given to local manufacturing.

Mr. Lal said that the local manufacturing had been substantially boosted and it will be further, enhanced in the second phase of the digitalization. He raised the issue of higher taxation on account of the conditions of submission of Form C by local manufacturer which makes them liable to taxation and makes the cost of local STB more than the imported ones and, therefore, requested that the condition of producing Form C may be waived off as was done in the case of mobile hand sets. He also said that the manufacturer of STBs will provide a boost to the economy as the manufacturing of one lakh STBs creates 800 direct jobs and 1700 indirect jobs. Therefore, the large scale manufacturing of STBs which will pick up in the second phase and subsequent phases of digitalization will be a major economic initiative as well.

Summing up the discussions Joint Secretary (Broadcasting) said that public awareness campaign needs to be stepped up and it will also be changed a little to reflect and include the rates of the packages and other details so as to inform the consumers.

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