

No. 1/7/1-2014-PMU (DAS)
Government of India
Ministry of Information and Broadcasting
A-Wing, Shastri Bhawan, New Delhi

Dated the 01st September, 2015.

Subject: Minutes of the 10th meeting of the TASK Force held on 17.8.2015.

Please find enclosed a copy of the minutes of the 10th meeting of the TASK Force held under the Chairmanship of Additional Secretary, Ministry of Information Broadcasting on the implementation of Phase – III & IV of Cable TV Digitization held on 17.8.2015 for information and necessary action.

Encl: As above.


(Surender Kumar)
Section Officer (DAS)
☎ 2338 7774

To,

All Members of the Task Force including those present.

Copy to:

1. PPS to Additional Secretary, I&B
2. PPS to Joint Secretary (B-I).
3. Advisor (DAS)
4. Director (BP&L)
5. Dy. Secretary (DAS)

Copy also to: NBA/IBF/CEAMA

MINUTES OF 10TH TASK FORCE MEETING ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 17.08.2015

The 10th meeting of the Task Force on implementation of phases III & IV of digital addressable system in cable TV network was held on 17.08.2015 under the chairpersonship of Additional Secretary. List of the participants is annexed.

2. Opening the meeting for discussions the Joint Secretary informed that four regional workshops were held by Ministry with the State nodal officers of some of the States/UTs to sensitize them about their role and responsibilities in implementing cable TV digitisation in their States. Registered MSOs permitted to operate in these States were also invited in these workshops. It was heartening to know from these workshops that State Governments are also gearing up to meet the challenge of cable digitisation in their States. MSOs participating in these workshops informed that they are carrying publicity awareness campaign on digitisation on their local channels and through pamphlets being distributed by them. She added that 7 (seven) more regional workshops have been planned to be held by Ministry in next one and a half month at different places. Next workshop shall be held with the nodal officers from the States in the North East and the registered MSOs operating there on 21.8.2015 at Shillong. Further to monitor and report the progress of digitisation in each State/UT, Regional Units are being established at 12 places and these would start operating from next month. Joint Secretary asked the representatives of broadcasters and other stakeholders to inform the Task Force about the plans drawn by them on publicity awareness campaign.

3. On publicity awareness campaign, representatives of various organizations informed the Task Force as under;

- i. ASSOCAM with some broadcasters has planned a Chetna Yatra from next month covering 450 cities/towns/villages in the country.
- ii. DTH is ready to give free publicity on DTH channels regarding cable TV digitisation, if asked.
- iii. NBA representative mentioned that there are financial constraints facing broadcasters. However, they may carry advertisement spots and would be preparing these.
- iv. TRAI has put an advertisement on mandatory digitisation on its web site. It has also planned to come out with a quarter page print advertisement in newspapers very soon. TRAI is holding 5 consumer outreach programmes per quarter in each region. From their perspective, awareness about digitisation is happening. TRAI representative suggested to share this advertisement with MSOs for publicity by them.
- v. AIR and Doordarshan have been carrying the advertisements on mandatory digitisation for past several months. It was suggested that Doordarshan may also give video advertisements on cable digitisation in local languages on their popular

regional channels in prime time. Doordarshan representative agreed to get it implemented.

- vi. Representative of GTPL mentioned that they have been doing publicity campaign through scrolls on their local channels and public gatherings. Representative of IMCL mentioned that they have deployed a team of about 300 persons on this job to carry the campaign.
 - vii. Representative of LCO association from State of West Bengal mentioned that they are unaware of the consumer outreach programme arranged by TRAI. It was suggested that members should regularly check the websites of MIB and TRAI for all such information regarding cable digitisation.
4. Representative of CEAMA mentioned that no major orders for STBs have been received by them from MSOs so far. He urged that this is the high time to place orders if they want the STBs with required CAS to be delivered before cutoff date.
 5. Representative of MCOF-cable operator association mentioned that there are 5000 headend owners which are MSOs or LMOs. As some of these MSOs/LMOs have not applied for registration, he apprehended that it may result in some dark areas once the deadline is over. Joint Secretary mentioned that the MSO registration is still open and any one can apply for it. She informed that 349 MSO registrations had been granted till date including 126 provisional ones. As regards apprehension of dark areas, she told that these shall be identified through State nodal officers and broadcasters.
 6. Representative of LCO association from Assam mentioned that broadcasters are not providing content to them. He remarked that for any issue they have to come to Delhi for filing case in TDSAT. TRAI representative mentioned that if it is a matter of dispute, TDSAT is the only appropriate forum. For issues related to regulations they can also approach TRAI regional office in Kolkata.
 7. A point was raised regarding the pricing of set top boxes. TRAI representative mentioned that as per the regulations MSOs and LCOs have to offer set top boxes to the consumers on 1) Rent 2) Installment 3) Outright purchase or any other scheme as per the standard tariff package prescribed by TRAI. Any complaint on this issue should be addressed to TRAI
 7. Representative of Govt. of Uttarakhand mentioned that adequate number of STBs are not provided by MSOs in the State resulting in slow progress of digitisation.
 8. Regarding signing of interconnect agreements, representative of IMCL mentioned that they are working on delivery through HITS platform besides cable. They are now in the final stage of negotiations with the broadcasters. TRAI representative informed that all MSOs who have still not received any response to their requests for interconnect agreements from broadcasters may write to them by 24.8.2015 and the meeting with broadcasters on the issues shall be held on 28.8.2015. Representative of IBF informed that deals are happening and parallel negotiations are taking place.

9. A point was raised that Ministry was considering issue of MSO registrations without security clearance from Ministry of Home as per advice of MHA. The representative of IBF expressed apprehension on the approach suggested by MHA. Chairperson mentioned that due process of law and scrutiny would be followed under all circumstances for grant of registrations to MSOs.

10. Joint Secretary exhorted MSOs and LCOs representatives to clear the misgivings in the minds of some that deadline for phase III and phase IV is going to be extended. She told everybody that this misinformation should be curbed at the very source.

11. Concluding the meeting, Chairperson reminded stakeholders that they have to work in cohesion to ensure that digitisation progresses on expected lines and targets are completed in time. Towards this, he called upon both broadcasters and MSOs to rise up to the occasion and sign interconnect agreements without further delay so that digitisation rolls out smoothly in phase III areas.

Meeting ended with vote of thanks to the chair.

List of participants of 10th Task Force meeting held on 17.08.2015

1. Mr. Jitendera Shankar Mathur Additional Secretary (Chairperson)
2. Ms. R.Jaya Joint Secretary (B-1)
3. Mr. Yogendra Pal Advisor (DAS)
4. Mr. Shanker Lal Deputy Director (DAS)
5. Mr. K.R.Pisda Secretary (Revenue) Govt. of Chhatisgarh
6. Mr. H.N.Shukla Dy. Commissioner, Entertainment Tax, Govt. of U.P
7. Mr. Om Prakash Sharma Representative of Govt. of Rajasthan
8. Mr. Vimal Singh Arora Sr. G.M, M.P State Electronics Dev. Corporation Bhopal
9. Ms. Kanchan Thapa Entertainment Tax Inspector, Govt. of Uttarakhand
10. Mr. Rajesh Meena Representative of Doordarshan
11. Mr. S. Vadivazagan Representative of All India Radio
12. Mr. S.K.Marwah Representative of Department of Electronics & IT
13. Mr. G.S.Kesarwani Representative of TRAI
14. Mr. S.K.Arya Director, DS-II, Department of Telecommunications
15. Mr. Ankan Biswas Representative of CEAMA
16. Mr. Saurab Jain Representative of DTH Association
17. Mr. Bibhu Prasad Representative of Ortel Communication
18. Mr. R.C.Venkatesh C.E.O, Dish TV
19. Mr. Shashi Arora C.E.O, AIRTEL DTH
20. Mr. Shaji Mathews Representative of independent MSOs, GTPL Ahmedabad
21. Mr. Subhashish Mazumdar Representative of IMCL
22. Mr. N.K.Rouse Representative of IMCL
23. Mr. Pulak Bagchi Representative of ASSOCHAM
24. Ms. Annie Joseph Representative of NBA
25. Mr. Anil Khera CEO, Videocon
26. Mr. Subhadip Battacharya MSM-MD
27. Mr. Ajay Singh Representative of Hathway Cable & Datacom
28. Ms. Hema Suri Representative of Den Networks
29. Md. Iquebal Ahmed Representative of LCO Association, Assam
30. Mr. Inderjit Sen Representative of LCO Association from West Bengal
31. Mr. Prabhoo Representative of LCO Association (MCOF), Maharashtra
32. Mr. Arup Borah LCO, Assam Tezpur
