

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

Dated the 30th December, 2015.

Subject: Minutes of the 12th meeting of the TASK Force held on 11.12.2015.

Please find enclosed a copy of the minutes of the 12th meeting of the TASK Force held under the Chairmanship of Special Secretary, Ministry of Information Broadcasting on the implementation of Phase – III & IV of Cable TV Digitization held on 11.12.2015 for information and necessary action.

Encl: As above.


(Anil Kumar)
Under Secretary (DAS)
☎ 2338 7774

To,

All Members of the Task Force including those present.

Copy to:

1. PPS to Spl. 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 12TH TASK FORCE MEETING ON IMPLEMENTATION OF DIGITAL ADDRESSABLE SYSTEM IN CABLE TV NETWORK IN PHASE III & IV HELD ON 11.12.2015

The 12th meeting of the Task Force on implementation of phases III & IV of digital addressable system in cable TV network was held on 11.12.2015 under the chairpersonship of Special Secretary. List of the participants is annexed.

2. Opening the meeting, Chairperson informed that multilingual toll free helpline set up for facilitation of public is operational since Nov 2015. He further informed that 12 Regional Units (RUs) set up for implementing cable TV digitisation in phase III and phase IV are also operational. He mentioned that based on census 2011 data, a list of urban areas for phase III was notified by Ministry on 30.4.2015. After receipt of comments from the State/UT Governments, the list has been upgraded for 24 States/UTs and put on the website of the Ministry. Reminders have also been sent to the remaining States/UTs to expedite the comments so that the lists of urban areas of these States/UTs are also updated. He mentioned that officers from All India Radio and Doordarshan are being nominated to inspect the headends of the MSOs to ascertain their readiness.

3. Joint Secretary informed that in the meeting held with MSOs from all zones today, it was alleged by some MSOs that broadcasters are demanding Entry Fee from the MSOs for signing interconnect agreements with them for signals in phase III areas. She remarked that such a complaint was made for the first time to Ministry and, given its seriousness, needs to be looked into by IBF and NBA. She added that the problem of delay in signing of interconnect agreements between MSOs and broadcasters for phase III areas continues till date. She told that as per MSOs, the broadcasters were not signing agreements with them even after audit of their networks. Regarding the allegation of entry fee levelled by an MSO, representative of IBF said that it was illegal and assured to get it checked. He wanted the details of the specific cases for immediate action. Regarding the problems still faced by MSOs in signing of interconnect agreements with broadcasters, representative of TRAI mentioned that several meetings were held by TRAI with broadcasters and MSOs on this issue in last six months. He added that MSOs were asked to inform TRAI by email about their pending issues and most of the complaints received from them were resolved. He said that a meeting on this issue shall be held again with the broadcasters on 18th Dec 2015 and all MSOs shall be informed by email to inform TRAI about their issues by 16th Dec 2015. He added that MSOs should also bring the problem to the notice

of Nodal Officers of broadcasters whose details are available on TRAI website for redressal of their issues. Chairperson advised that, in view of approaching cut-off date for phase III of digitisation, broadcasters should not wait for sixty days for signing of interconnect agreements with MSOs for phase III areas.

4. Chairperson asked representative of MSOs to inform the Task Force about their requirement, availability and order position of set top boxes.

- i. Representative of Siticable informed that against a requirement of 4 million STBs they have deployed 1.8 million boxes and 1 million STBs are on the way. He added that they are airlifting STBs from China. He mentioned that the supplies are getting delayed due to component shortage faced by Chinese manufacturers. He added that they have placed orders for STBs with a Korean company also but at higher rates.
- ii. Representative of GTPL Hathway mentioned that against the requirement 3 million STBs they have already procured 1 million STBs and the remaining 2 million are being procured.
- iii. Representative of Ortel mentioned that their requirement is 0.5 million. They have done 25% of seeding so far. They are not expecting supply of STBs from China before 15th Jan 2016 due to spring holidays there.
- iv. Representative of CEAMA mentioned that orders of about 2 million STBs have been received by the domestic manufacturers from small MSOs. He was advised to ensure that STBs are supplied in time.
- v. Representative of DTH mentioned that about 18 million STBs have been installed by them so far and they have 4 to 5 million STBs in stock to take care of the requirements. He was told that seeding data received from DTH operators was not as per the list of urban areas notified by the Ministry. DTH operators were told to send this data as per this list.

5. Representatives of MSO mentioned that since some areas under phase III are contiguous with phase IV areas they shall have to take both digital and analog signals from their headend to cater to phase III and phase IV areas respectively. They were told that they can do it while ensuring that no analog signals are carried in phase III areas after 31.12.2015. Representative of broadcasters assured that separate IRDs would be supplied to MSOs in such cases for feeding phase III & IV areas separately. MSOs would need to ensure that only digital addressable signals are transmitted in phase III areas. MSOs must also ensure segregation of phase III and phase IV areas to ensure that the timelines for digitisation are adhered to in both areas. However, voluntary digitisation in phase IV areas is advisable. One MSO mentioned that the STBs ordered by him

are held up with customs for want of BIS certification. He was told to write to Ministry in this regard with details so that matter is taken up with BIS for expediting the certification of these set top boxes.

6. Representative of LCOs from Assam mentioned that some MSOs are seeding STBs without CAS. On this issue, IBF was asked to check and take action. The LCO representative remarked that consumers suffer whenever there is no signal due to breakdown of links. He proposed that LCOs should be allowed to feed analog signals during these breakdowns. Representative of broadcasters said that this would result in piracy and can not be agreed to. He suggested that MSOs should have standby links. HITS representative said that HITS is an alternative solution to this problem.

7. HITS representative mentioned that since TDSAT has settled the issue of rate of channels, Ministry of I & B and TRAI should now help to resolve their issues. It was decided that a separate meeting would be held with the HITS operators by TRAI to resolve their issues

8. LCO representative from Maharashtra mentioned that there is no standard interconnection agreement for signing interconnect agreements. TRAI representative mentioned that on this issue they has issued a consultation paper and sought suggestions from the stakeholders. He suggested that MSOs and LCOs should enter into agreements as per the existing arrangements for phase I and phase II. He added that most of the issues raised by Maharashtra Cable Operators Federation have otherwise been resolved.

9. LCO representative from West Bengal mentioned that whereas MSOs are carrying public awareness campaigns, it is not being carried in the Electronic media. Representative of IBF assured to take it up.

9. Representatives of State Nodal Officers summed up the progress of cable digitisation in their States as under;

- i. Representative of State Nodal Officer from Mizoram mentioned that there is shortage of STBs in the State. He further mentioned that some areas which State Government wanted to be deleted from the list of urban area for the State have still not been deleted. He was informed that Ministry has intimated the position in this regard to Mizoram Government.
- ii. Representative of State Nodal officer from J&K Government also raised the issue of shortage of STBs.

- iii. Representative of State Nodal officer from Andhra Pradesh mentioned that the cut off date may be extended in view of damage to cable network due to recent floods there. He added that in the meetings held with MSOs, shortage of STBs was reported by MSOs. He proposed that seeding status may also be reported to Nodal Officers.
- iv. Representative of State Nodal officer from Himachal Pradesh mentioned that public awareness campaign has been carried out on local channels and in press by State Govt. He further informed that meetings are being held with all stakeholders and 50% seeding has been completed so far in the State
- v. Representative of State Nodal Officer from Maharashtra mentioned that there is shortage of STBs in the State. She said that MSOs have been reporting problems in signing interconnect agreements in the meetings being held with them. She mentioned that there was an issue of connectivity in Palghat district. She proposed the cut-off date to be extended to 31st March 2015. Chairperson mentioned that cut-off date was sacrosanct and can not be extended.

10. Chairperson mentioned that TV spots/Ads on cable TV digitisation are being carried only 2 to 5 times in a day by most of the channels and some of the channels are not carrying it at all. Representatives of NBA and IBF assured to look into the observation made by the Ministry. Chairperson remarked that in the last meeting of the Task Force, IBF had assured to dub the TV Ad in regional languages and share it with NBA and ARTBI. Representative of IBF informed that it has already been dubbed in 3 languages viz. Marathi, Telegu and Tamil. Representative of NBA mentioned that they have got the English version of the Ad from IBF and have sent it to all member channels. Chairperson mentioned that the TV Ad may also be dubbed in Assamese, Bengali, Bhojpuri, Gujarat and Oriya and shared with regional broadcasters. Till the time it is available he suggested that broadcasters may use the print Ad of Ministry and TRAI, Representative of TRAI mentioned that they have created Ads in 12-13 languages which can also be shared with IBF/NBA.

11. Concluding the meeting, Chairperson emphasized that publicity awareness campaign by stakeholders for phase III digitization has to be intensified as the cutoff date is very near. He remarked that all out efforts should be made by the stakeholders to work in unison as the digitisation is going to benefit one and all.

12. Meeting ended with thanks to the chair

List of participants of 12 th Task Force meeting held on 11.12.2015

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| 1. Mr. Jitendera Shankar Mathur | Special Secretary (Chairperson) |
| 2. Ms. R.Jaya | Joint Secretary (B-1) |
| 3. Mr. Yogendra Pal | Advisor (DAS) |
| 4. Mr. Shanker Lal | Deputy Director (DAS) |
| 5. Dr. Sat Narain | Add. D.I.P.R, Govt. of Punjab |
| 6. Mr. U. C Kaundal | Deputy Director, I.P.R, Govt. of Himachal Pradesh |
| 7. Mr. S. K Gupta | Representative of TRAI |
| 8. Mr. George Kurvilla | CMD BECIL |
| 9. Mr. S. Vadivazagan | All India Radio |
| 10. Mr. S. K Singhal | Advisor , TRAI |
| 11. Mr. Y. K Sharma | Representative of BECIL |
| 12. Mrs R Vimla | Dy. Commissioner, ED Maharashtra |
| 13. Mr. R. S Rana | Department of I & PR Himachal Pradesh |
| 14. Mr. Abdul Hajid | Department of Indormation Jammu& Kashmir |
| 15. Mrs. Veedushi Kapoor | Representative of Govt. of Jammu & Kashmir |
| 16. Mr. Rajesh Meena | Representative of Doordarshan |
| 17. Mr. Umakant | OSD , Govt. of Mizoram |
| 18. Mr. S.K Arya | Representative of DoT |
| 19. Mr. C.V Krishna Reddy | Information and Public Relations. |
| 20. Mr. G.S.Kesarwani | Reprentative of TRAI |
| 21. Mr. Mohit Verma | Representative of CEAMA |
| 22. Mr. S.K Singh | Representative of DTH Association |
| 23. Mr. Bibhu Prasad | Representative of Ortel Communication |
| 24. Mr. Indrejit Sen | Representative of LCO West Bengal |
| 25. Mr. Subhadit Bhattarachya | Representative of IBF |
| 26. Mr. Shaji Mathews | Representative of independent MSOs,
GTPL Ahmedabad |
| 27. Mr. Subhashish Mazumdar | Representative of IMCL |
| 28. Mr. B.P Rath | Representative of Ortel Communications |
| 29. Mr. Pulak Bagchi | Representative of ASSOCHAM |
| 30. Mr. Hemant Udadhaya | Representative of VOICE |
| 31. Mr. S.K.Singh | Representative of ASSOCHAM |
| 32. Ms. Annie Joseph | Representative of NBA |
| 33. Mr. S. Narayanappa | Representative of Karnataka Govt. |
| 34. Mr. Anil Malhotra | Representative of Siticable Networks |
| 35. Mr. C.N.Suresh Babu | Representative of independent MSO, Karnataka |

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| 36. Mr. N.K Rouse | Representative of IMCL |
| 37. Anil Khera | CEO Videocon & President DTH Association. |
| 38. Md. Iquebal Ahmed | Representative of LCO Association, Assam |
| 39. Mr. Ankur Jain | Representative of NSTPL |
| 40. Mr. Arvind Prabhoo | Representative of LCO Association (MCOF),
Maharashtra |