

TELECOM REGULATORY AUTHORITY OF INDIA

The Telecom Regulatory Authority of India (TRAI) call for expediting interconnection between Broadcasters of Pay TV channels and Multi System Operators in respect of Phase-III areas of DAS implementation.

New Delhi, 20th August 2015:- The Implementation of Digital Addressable Cable TV Systems(DAS) is in progress in the Country in a phased manner in 4 phases. In Phase-III, the sunset dates for analog TV transmission in urban areas is 31st December 2015. For implementation of DAS, the Authority has notified a comprehensive regulatory framework encompassing interconnection, Quality of service, consumer complaint redressal regulation and tariff orders.

2. The MSOs, who have been granted registration for providing cable TV services through DAS, are required to enter into interconnection agreements with pay TV broadcasters for re-transmission of pay TV channels to the subscribers. The Regulatory framework for DAS provides that every broadcaster shall provide the signals of TV channels to a Multi System Operator (MSO), in accordance with its reference interconnect offer or as may be mutually agreed, within 60 days from the date of receipt of the request and in case the request for providing signals of TV Channels is not agreed to, the reasons for such refusal to provide signals shall be conveyed to the person making a request within 60 days from the date of request.

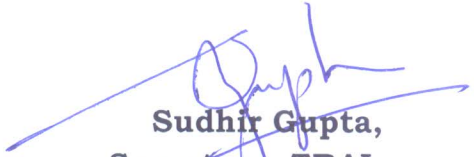
3. As the cut off date for Phase-III areas is fast approaching, the registered MSOs are advised to make a written request to the broadcasters of pay channels for provisioning of the signals of TV channels as per their business requirement, so that they get signals of pay TV channels well before the cut off date.

4. On the aspect of interconnection agreement between broadcasters and MSOs, the Authority has taken number of initiative to facilitate timely signing of interconnection agreements between them. On the direction of the Authority broadcasters have uploaded standardised application form and contact details on their respective websites. For the convenience of the stakeholders the details have also been uploaded on TRAI website.

5. The MSOs who have approached pay TV broadcasters for providing signals of TV channels in accordance with the provisions of the interconnection regulations but have not been able to enter into



interconnection agreement even after passage of 60 days from the date of making request and also not received the reasons for not entering into interconnection agreement from the broadcaster may write to TRAI by 24.08.2015 through e-mail at das@traai.gov.in for initiating action in such cases as per TRAI Act.



**Sudhir Gupta,
Secretary, TRAI.**