

Minutes of the Meeting of the Sub- Group on Public Awareness Campaign on implementation of Digital Addressable System I cable television networks held on 12.7.2012

The first meeting of the re-constituted Sub-Group on Public Awareness Campaign in regard to digital switch-over to the Digital Addressable System in cable television networks was held under the chairmanship of JS(B) on 12.7.2012. The last participants are attached.

2. Welcoming the participants, JS(B) explained that the rationale for constituting the Group was to formulate and implement effective public communication strategy on the impending digital switch-over of the cable television networks in 4 metro cities from 31.10.2012 so that the public at large is fully made aware of the legal requirements and the change that are going to take place from the said date, the measures being taken by the service providers to facilitate the change-over and the preparatory action required to be taken at the level of a viewers, leading to smooth digital transition without any broadcast interruption to the inconvenience of any viewer consequent upon analogue switch off.

3. Thereafter, the Group entered into deliberative discussions on all aspects of the need for making an effective public awareness campaign in the matter to get the requisite message to the public not only properly communicated but also adequately driven home. The Group gave a careful thought to the need for opting for the service of a well-known professional advertising agency for working out creative advertisement/spots/jingles and also considered the feasibility of having the message delivered through a celebrity figure to effectively connect with the public. The Group also previewed the TV spots prepared by the DAVP.

4. Based on the deliberations, the Group came to the following conclusions:

(i) A professional advertising agency may be approached and made use of for preparing a 30 second TV spot to effectively communicate with the public about the impending cut-off date of 31.10.2012 in 4 metros, the advantages emanating out there from and the action to be taken by a viewer to be digital ready. The professional agency may be used from out of the private industry initiative and resources. The instrumentality of DAVP may not be resorted to, as not only is the DAVP not ready from the angle of funds for the purpose but also the procedure of DAVP will have to be gone through, which may delay the exercise.

(ii) Efforts may be made through the mechanism of the private industry to zero in on a well known public celebrity to be projected as a brand ambassador and for conveying the

message in a powerful way. As far as possible, this may be got done by the Mid-August by which time the installation of STBs in TV homes is likely to be in full swing.

(iii) A concerted and well-coordinated action may be taken by all TV channels, especially those which are members of IBF and NBA, to simultaneously and synchronizing carry a message on their channels at a common given time during peak hours telecast by pausing the telecast of the programme at that time for a few seconds to make a lasting and decisive impact on the viewers. The programme being telecast at that time shall only be paused for the duration of the message and shall resume from where it was paused soon after the message ends.

(iv) Till such time the TV spots/radio jingles are prepared by the professional advertising agency, the Ministry may finalize the TV spots/jingles made through DAVP and AIR and carry the same on Doordarshan and AIR and also on private FM radios.

5. The Group decided to meet again after 10 days to take stock of the situation and chalk out the further course of action.

6. The meeting ended with a vote of thanks to the chair.