

certain amendments to address the problem of illegal channels was introduced in the Lok Sabha on the 15th of December, 2011 and has been referred to the Standing Committee on IT for examination.

Digitization of cable T.V. networks

†1001. SHRI RAM JETHMALANI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government has completed the work of T.V. digitization in four metropolitan cities of the country by 31st October, 2012;

(b) if so, the facts in this regard;

(c) whether this step has impacted the livelihood of cable operators operating with small capital; and

(d) if so, the assessment made by Government in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) The Ministry of Information and Broadcasting is implementing digitisation with addressability in the cable TV system in the entire country in four phases wherein in the first phase, the four metro cities of Delhi, Mumbai, Kolkata and Chennai were to undergo digital switch over by 31st October, 2012. First phase of Cable TV digitization was implemented in the 3 metro cities of Delhi, Mumbai and Kolkata by 31st October, 2012. As regards Chennai the matter is sub judice in the High Court of Madras.

(c) and (d) Telecom Regulatory of India (TRAI) is the Regulatory Authority in respect of Broadcasting and Cable Services in the country. TRAI has informed that the digitisation with addressability of the cable TV systems removes the capacity constraints of the analogue cable TV systems. This paves way for carriage of substantially large number of TV channels and provides scope to carry value added services, interactive services and allows triple play *i.e.* carriage of voice, video and data including broadband. Thus, with such offerings the cable operators, regardless of their size, are expected to have diversified revenue streams.

In addition to the above, in the tariff order applicable for digital addressable TV systems, safeguards have been provided wherein the cable operators can negotiate

†Original notice of the question was received in Hindi.

their revenue share from the subscription revenue with the Multi-System Operator (MSO) depending upon the roles and responsibilities shared between the two. In case, the negotiations fail, assured revenue share has been prescribed to the cable operators in the ratio of 35:65 (LCO:MSO) for subscriptions having pay channels and in the ratio of 45:55 (LCO:MSO) for Free To Air (FTA) subscriptions.

**TAM-Prasar Bharati-DAVP disagreement on
T.V. viewership**

1002. SHRIMATI KUSUM RAI:

SHRI PRABHAT JHA:

SHRI ARVIND KUMAR SINGH:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the data provided by TAM media research regarding television viewership has been found faulty and corrupt by Prasar Bharati;

(b) if so, the details thereof;

(c) whether empanelment is being done by DAVP and advertisements/rate offers are being issued by DAVP on the basis of data of TAM;

(d) if so, the reasons therefor;

(e) whether third party verification is also being done on the basis of TAM data by DAVP;

(f) if so, the details thereof; and

(g) the reasons for the same and reasons for disagreement by DAVP with Prasar Bharati?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI): (a) and (b) Prasar Bharati has raised serious concerns over the system and methodology of measurement of Television Rating Points (TRPs) by TAM Media Research and has filed a complaint against it in the Competition Commission of India.

(c) and (d) Regarding advertisements/rates offered by DAVP, an Empanelment Advisory Committee was constituted by the Ministry of Information and Broadcasting in 2010 for laying down criterion for empanelment and for fixation of rates of