

Sl. No.	Name of the companies
10.	M/s South Asia FM Limited, Chennai, Tamil Nadu
11.	M/s Kal Radio Limited, Chennai, Tamil Nadu
12.	M/s Abhijit Realtors and Infraventure (P) Ltd., Somiwada, Nagpur
13.	M/s Entertainment Network (I) Ltd., Mumbai, Maharashtra
14.	M/s Dharmik Infomedia Private Ltd., Lucknow, UP

#### **Monthly charges for television channels**

1047. SHRI SANJAY RAUT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether TRAI has decided to examine the tariff structure so that the business models provide all consumers freedom to choose from an array of attractive and affordable a-la-carte channels and bundled broadcast TV services as per their preferences and paying capacity, if so, the details thereof and Government's response thereto; and

(b) the details of the steps taken or proposed to be taken by Government to reduce the monthly charges to view television channels?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) and (b) TRAI has undertaken a comprehensive review of the existing tariff framework for addressable systems in order to create an enabling environment for orderly growth of the television broadcasting sector in the light of various developments related to technology, emergence of multiple distribution platforms, evolving business models, and enhanced addressability across platforms. TRAI issued a Consultation Paper on "Tariff Issues related to TV Services" on 29th January 2016 seeking comments from the stakeholders. In order to further discuss the issues involved in the said Consultation Paper with the stakeholders, two Open House Discussions (OHDs) were also conducted on the above mentioned Consultation Paper.

After considering the views expressed by the stakeholders during the consultation process and internal analysis of TRAI, a draft tariff order has been issued on 10th October 2016 inviting written comments from the stakeholders by 24th October, 2016. However, on request from a number of stakeholders, the Authority has extended the last date for receipt of written comments on the proposed draft Tariff Order up to 15th November, 2016.

- A subscriber can choose a-la-carte channels of his choice.
- Monthly rental amount of maximum ₹ 130 (excluding taxes) per set top

box, to be paid by a subscriber to the distributor of television channels for a capacity of 100 SD channels.

- Within the capacity of 100 SD channels, in addition to channels notified by the Central Government to be mandatorily provided to subscribers, a subscriber will be free to choose any free to air channel(s), pay channel(s), premium channel(s) or bouquet(s) of channels offered by the broadcasters or bouquet(s) of channels offered by the distributor of television channels or a combination thereof.
- A subscriber has to pay separate charges, other than the rental amount, for subscribing to pay channels or premium channels or bouquet of pay channels.
- Additional capacity, beyond initial one hundred channels capacity, can be availed by a subscriber in the slabs of 25 SD channels each, by paying an amount not exceeding ₹ 20/-per such slab, excluding taxes, per set top box per month.
- Distributors of television channels have to offer at least one bouquet, referred to as basic service tier, of 100 free to air channels including all the channels notified by the Central Government to be mandatorily provided to the subscribers.

The draft tariff order has been put on the TRAI's website to give an opportunity to the stakeholders to offer their comments, if any, on the proposed regulatory tariff framework for maintaining completeness and consistency of the framework provided in the draft Tariff Order. The final tariff order is notified after analysing the comments of the stakeholders.

#### **Ignoring advertisement in vernacular language**

1048. SHRI VIVEK GUPTA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether less than 7 per cent Indians are proficient in English and more than 30 per cent of advertising expenditure is reserved for them, ignoring the 93 per cent population who are proficient in vernacular language, if so, the reasons therefor;

(b) the figures for last five years of percentage advertisements spent by Directorate of Advertising and Visual Publicity (DAVP) language-wise, publication-wise, State-wise, population-wise as against the percentage mandated in previous policy; and

(c) whether English papers from Delhi are taking more than 25 per cent of the budget of advertisement whereas Delhi has less than 1 per cent of India's population?