

Greater Hyderabad & Ranga Reddy District

Cable T.V. Operator Welfare Association

(Regd.206/2011)

16-2-740/27/A, Kalyan Nagar, Hyderabad-500 059

K.Raju Goud

Honorary President

90100-97124

Lingala Hari Goud

President

98497-26811

To

Sri Prakash Javadekar

Hon'ble Minister of Information & Broadcasting,

A wing, 5th Floor, Seshi Bhawan,

NEW DELHI – 110 001.

Date: 11/09/2014

Hyderabad.

Respected Sir,

Presently we are in distress and the opportunity provided by you to put forward our grievances to you in person is like a soothing balm.

The problems we are facing are innumerable and our existence in this Cable TV industry will become short lived because of the existing rules and regulations. We need your kind consideration and immediate action to overcome the problems.

Sir, as you know we are the pioneers of this **Cable TV industry** and our entrepreneurship **two decades** back has made this industry **this 'BIG'**. We have invested and reinvested our hard earned money in creating this industry. Livelihood of us and our employees are in a precarious situation. Infact we are in **ICCU state** and we need your **care and prescription** in the form of amendments of existing rules and regulations. Only your intervention to amend the rules and regulations will protect the welfare of **thousands of LCO's and lakhs of our employees**. The following points need your urgent attention.

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In 2009 when **CAS system** was introduced in the **Metro Cities** we were given **Rs. 82 (excluding taxes)** and **5 years** later we are being asked to take just **45% of Rs. 100 of BST** as our revenue. This revenue share defies every logic. We hereby request you to provide **Rs. 100/- of BST to LCO's** to protect the welfare of **LCO's and employees** and also our fundamental right to live. When more than **90%** of investment in the form of **laying cables** and **installing groundnetwork equipment** is borne by the **LCO's** how this **45%** revenue shared is worked upon is wondering.

Please ensure that the **STB's** provided to us by **MSO's** to be as per the specifications of **BIS**. **Universal STB's** just like a mobile phone where in a subscribers **STB** is agreeable to all **MSO's** signals should be made mandatory.

There have been instances where the licences of **MSO's** have been cancelled and the **LCO's** having very difficult times with their subscribers needing replacement of **STB's**. Kindly provide the **needed protection** and **guarantee** in this kind of situations.

The ownership of **STB's** bought by subscribers paying money needs clarity. **MSO's** cannot claim ownership of the **STB's** after receiving money for the said item. **Ownership by MSO's** can be claimed only when **STB's** are given free of cost to a subscriber.

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We request you to treat Hyderabad as Phase 3 for DAS implementation instead of phase 2 because

- (a) Currently only 25% of DAS notified area is under phase 2 and the remaining 75% in phase 3 implementation.
- (b) There are several cases pending in court regarding the same.

We request you to ensure that there is no differential pricing for the pay channels between national MSO's like DEN, HATHWAY, SITI CABLE and independent small MSO's.

The MSO's and their distributors are harassing LCO's by engaging in illegal and unfair practices. The MSO's have forced LCO's to sign DAS agreement without even giving time to go through and the copy of the signed agreement has never been handed over to LCO's.

Interconnect agreements between MSO's and LCO's need a thorough remake as the present agreements are totally one sided favouring only the MSO's.

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Sir, the intention to digitalise and create transparency is commendable but the process called upon by rules and regulations are not complimentary. Infact digitalization is being thrust down the throats of LCO's and subscribers. We hereby request you to postpone digitalization to create an organized Cable TV ecosystem. Also please make analogue systems mandatory for the all MSO's till the digitalization system comes in place systematically.

Awaiting for your favourable response.

Thanking you, sir,

Yours sincerely,

(L. HARI GOUD)

