

NEWSMAKERS of 2011

Round Up

TRAI issues Consultation Paper on "Issues related to Implementation of Digital Addressable Cable TV Systems"

New Delhi, 22nd December, 2011:- The Telecom Regulatory Authority of India (TRAI) has released a consultation paper on "Issues related to Implementation of Digital Addressable Cable TV Systems".

The broadcasting Industry with about 150 million TV households is set for a major transformation. The analog nature of the cable TV service, which caters to around 94 million households, has been the roadblock in exploiting the full potential of the sector in the era of convergence. Keeping this in view, in consultation with all the stakeholders, the Telecom Regulatory Authority of India had in August, 2010, recommended to the Government complete digitization with addressability of the Cable TV services, in a phased manner. Subsequently, the Government has accepted the Recommendations and vide notification no. S.O. 2534 (E) dated 11th November, 2011, have notified for the implementation of digitization with addressability in a phased manner to be completed by December, 2014. The Parliament has passed the Bill to amend the

Cable TV Act paving the way for the digitization programme. The smooth transition to Digital Addressable system would involve various measures. In order to facilitate this transfor

mation, TRAI in consultation with the stakeholders has identified certain key issues that need to be determined. Full text of the Consultation Paper is available on TRAI's website www.trai.gov.in. Written comments on the issues raised in this consultation paper are invited from the stakeholders by 16th January, 2012, and counter-comments on the comments by 23rd Jan., 2012.

