

PRESS RELEASE

MSOs UPLOAD THEIR RIO AND OTHER DETAILS AS PER THE NEW TARIFF AND INTERCONNECT REGULATIONS

3rd May 2017, New Delhi: Multi System Operator's (MSOs) under the aegis of All India Digital Cable Federation (AIDCF), yesterday night uploaded their RIO, channel carrying capacity and interconnect agreement on their respective websites. AIDCF, few days back, had advised its member MSOs to upload the same before the deadline set by TRAI. In this digital era, MSOs are now ready to pass on the benefits of the new tariff order to 120 million viewers of TV channels.

The new set of Tariff and Interconnect Regulations issued by TRAI will help in creating a level playing field for all the stakeholders, specially the end viewers who will now have complete freedom at their disposal. It will also help in bringing more transparency and fuel growth by regulating and balancing the entire broadcasting eco-system.

AIDCF, once again requests all the Broadcasters to upload their RIO on their websites without any further ado, as the deadline for the same has already expired.

Mr TS Panesar – President AIDCF, said, **“To honour TRAI's deadline and pass on the benefits of new regulations to end viewers, MSOs are fully ready as they have already uploaded their RIO, Channel Carrying Capacity and Interconnect Agreement on their websites. We hope that esteemed Broadcasters would join hands with us and upload their RIO rates ASAP in true spirit of collaboration and indulgence.”**

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ABOUT

All India Digital Cable Federation (AIDCF) is India's apex body for Digital Multi System Operators (MSOs). The federation works towards the overall growth of the sector and creates an environment for not only complete digitisation of cable TV under regulatory guidelines but also delivers the benefits of digital services including broadband and other value added services to the people of India thus fulfilling the dream of 'True Digital India.'

AIDCF is the official voice for the Indian digital cable TV industry and interacts with ministries, policy makers, regulators, financial institutions and technical bodies. It also provides a platform for discussion and exchange of ideas between these bodies and the service providers, who share a common interest in the development of digital cable TV in the country. It also collaborates with other industry associations such as IBF, CII, FICCI, ASSOCHAM association etc., with the objective of presenting an industry consensus view to the government on crucial issues relating to the growth and development of the industry.

Members of AIDCF have a market share of more than 80% in the Cable TV Industry.

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