

PRESS RELEASE- 7TH NOV'16

DECKS CLEARED FOR DAS PHASE 3 DIGITIZATION BY DELHI HIGH COURT

In an important judgement on 3rd November, the Delhi High Court has **cleared the decks for long pending digitization in DAS Phase 3 areas in the country**. Pursuant to this order, **MSO's have to complete digitization, and Broadcasters have to switch off analog signals, in next 3 weeks**.

This order over-ruled stay orders passed by various High Courts, for extension of digitization for 9 cases spanning 4 states, in DAS Phase 3. Due to this, **DAS Phase 3 can now be implemented across the country**.

Justice Sanjeev Sachdeva of the Delhi High Court's single bench, directed **all 9 petitioners** to run a scroll on their networks about digitization and **switch off analog signals in 3 weeks**. These 9 cases were infructuous as the time sought for extension had already been given and the extension was well passed those dates. **The 4 matters, which have been given next date of hearing as 9th Nov'16 will also get dismissed**, as the Honourable Justice Sachdeva, clearly said that the order will remain same and next date is only given on request of the petitioner's counsels to study the petitions.

All India Digital Cable Federation (AIDCF), the industry body representing Multi System Operators (MSO), has asked all its members to work with broadcasters to **switch off analogue signals and implement digitization in DAS Phase 3 markets immediately**, in line with Delhi High Court's order. This will also pave the way for digital revenues to flow in from these areas as per the directives of TRAI.

AIDCF has urged all Local Cable Operators, MSO's, Broadcasters and Government bodies to help complete digitization at the earliest. In a separate mail sent to Indian Broadcasting Foundation (IBF), the apex body for television broadcasters, AIDCF has asked them to shut down analogue and broadcast digital signals only.

In April'16, the Supreme Court, citing recommendation from Ministry of Information & Broadcasting, had transferred all cases related to extension of DAS Phase 3 deadline filed in various High Courts to the Delhi High Court, thus making it a Designated Court for all related matters.

9 cases dismissed by the Court belong to 4 states, viz. **Karnataka** (Riddhi Vision, Victory Digital, Sri Chowdeshwary Cable Network, Yogesh Cable Networks, Amma TV), **Kerala** (Athulay Infomedia), **Andhra Pradesh & Telangana** (Panchajanya Media), and **Uttar Pradesh** (Sai Cable TV Network, Sunil Kr Singh).

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Mr. VD Wadhwa, President AIDCF, welcomed the judgement and commented, ***“Honourable Delhi High Court has removed all hurdles from Digitization of DAS Phase 3 areas and also cleared the passage for timely implementation of DAS Phase 4 areas. AIDCF has been contesting in the Court and various other forums to implement digitization. We have already informed all member MSO’s to speak to the broadcasters and immediately switch off analog signals and implement digitization across the country.*”**

On behalf of AIDCF, I would like to thank the Honourable Justice Sachdeva for this important order to pave the way for digitization.

I would request, all concerned, including Governmental bodies to help pull out all stops to complete digitization, as it would benefit all and also help realize the Digital India dream.”

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 70% in the Cable TV Industry.

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