

PRESS RELEASE

DELHI HIGH COURT, DAS PHASE 3 DIGITIZATION TO BE OVER BY 20th DEC'16

8th Dec 2016, New Delhi: On 7th December, the Delhi High Court has **cleared the remaining cases for long pending digitization in DAS Phase 3 areas in the country.** Pursuant to this order, digitization in Phase 3 areas should be complete by 20th Dec 2016.

The Hon'ble Delhi High Court dismissed all the remaining matters pertaining to the extension of digitization in DAS Phase 3 with the directions that the Petitioners have to complete the installation of STBs and change over to DAS within a period of two weeks from today. The change over shall be informed to their respective subscribers in advance by running a scroll.

All India Digital Cable Federation (AIDCF), the industry body representing Digital 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.** This will also pave the way for digital revenues to flow in from these areas as per the directives of the TRAI. AIDCF has also urged all Local Cable Operators, MSO's, Broadcasters and Government bodies to help complete digitization at the earliest.

Mr. VD Wadhwa, President AIDCF, welcomed the judgement and commented, **"The recent judgement by Hon'ble Delhi High court dismissing the remaining cases have not only paved the way for completion of digitization in DAS Phase III areas but have also ushered in new vigor for digitization in phase 4 areas by 31st Dec 2016.**

On behalf of AIDCF, I urge all MSOs, Cable operators, Broadcasters to switch off analogue feeds in 2 weeks to comply with the Honorable Courts' order. We would also request Government bodies to extend their good support in meeting the digitization deadlines."

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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 70% in the Cable TV Industry.

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