

PRESS RELEASE

AIDCF urges its members to gear up for the new Tariff Regime

9th May 2017, Mumbai: All India Digital Cable Federation (AIDCF), the apex body of Digital Multi System Operator's (MSOs) has urged all its members to gear up for the new tariff regime. In its meeting held yesterday, the members were advised to gear up to meet the requirement under the new regulation and prepare their back end to handle dynamic offerings including offering channels on à la carte. While the Broadcasters and MSOs are free to form their own bouquets, the ultimate **"right to choose"** to end consumers will happen by giving them the ability to choose channels on à la carte. This step has been taken to stream-line MSOs services so that the end consumer does not face any hiccup when the new regime kick-in on 1st Spetember'17. It should be noted that the members of the apex body are fully committed to migrate to the new tariff and interconnect regime.

AIDCF would also like to put on record that the new tariff regime will bring in more transparency and fuel growth by regulating the broadcast distribution system. It will also help in creating a more synergetic environment unlike the current unfettered one and will give the end consumers, the freedom to choose what they want to watch and provide safeguard to ensure that the channels are being offered with fair trade margin, thus harmonizing the entire eco-system.

The Federation also welcomes the Honorable Supreme Court judgment as it will be an ideal scenario if all the legal procedures are put to rest before the new regime kicks in. This way there will be no ambiguity and application of the new regime will be smooth and seamless.

Mr TS Panesar – President AIDCF, said, "We are happy to note that the Honourable Supreme Court has requested the Honourable Madras High Court to hear this matter on a daily basis beginning 12th June 2017 and come out with the judgement in 30 days. This does not affect the September 1 implementation deadline and we are hopeful that it will be implemented on time."

ALL INDIA DIGITAL CABLE FEDERATION

Regus Level 5, SB Tower

1A/1, Sector – 16A, Noida - 201 301, Uttar Pradesh, INDIA

Tel : +91.120.480 4940 | CIN : U74140DL2014NPL268020



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.

MEDIA CONTACT

Saharsh Damani | saharsh.damani@aidcf.com | +91 120 480 4940 | +91 99107 22552

President : TS Panesar, **Email** : t.panesar@aidcf.com :: **Secretary General** : Saharsh Damani, **Email** : saharsh.damani@aidcf.com

Regd. Office : 236, Okhla Industrial Estate, Phase - 3, New Delhi - 110020, INDIA