



TRAI has announced changes to the Broadcasting and Cable services regulations on January 1st 2020. If there are no legal hurdles the same will be implemented from March 1st 2020.

Here are some of the main changes you should know that will impact your business.

Lower NCF

- Provision of 200 channels at a maximum NCF of Rs.130 excluding taxes per month.
- MIB declared mandatory channels will not be counted in the number of channels offered under NCF

Bouquet and Pay Channels

- Sum of pay channels in a bouquet should not be more than 1.5 times the a-la-carte rates of the same
- The a-la-carte rate of a paid channel should not be more than 3 times the average rate of the paid channels in that bouquet
- Max price of a pay channel in a bouquet is Rs 12 and any channel priced higher should be selected separately as a-la-carte

DPOs

- Will not charge more than Rs.160 per month for all channels available on their platform.
- Will charge maximum 40 percent of declared NCF for second and additional TV connections
- Cap of Rs 4 lakh per month payable by a broadcaster to a DPO
- Will be able to offer region specific NCF pricing and discounts on DRP.

Last Mile Operators

- Lower NCF and attractive package structuring with digital quality content, higher number of subscribers can be targeted.



Benefits:

Customers will view double the number of channels at same NCF price rate

Cable TV monthly subscription bill will reduce by 14%

Benefit:

It will help DPO to strategize and implement based on subbase and business revenue to charge NCF accordingly

Can offer promotional schemes and discounts on long term subscriptions of 6 months or above.

Existing customers may opt for multiple connections, generating higher revenue

Benefit:

It will encourage more connection requests from new customers

If compliance is your major fear, then don't be.

*Magnaquest has incorporated all the TRAI regulatory changes in our product **Sure** and is fully compliant.*

It's the right time for MSO's to attract other mode (e.g. OTT) subscribers with various promotion offers ensuring longer term revenue and acquiring LCO's with discounts on NCF and DRPs.

You can always get back to us if you have any queries or need assistance.