



May 1, 2012

FOR IMMEDIATE RELEASE

New Delhi: May 1, 2012 News Broadcasters Association (NBA) is shocked and dismayed at TRAI's new Notification dated 30.4.12 on digitising cable TV distribution.

The Notification has legitimised the very practice the NBA had hoped would be ended, i.e. the payment of steep "carriage fees" by broadcasters.

The primary purpose of digitisation was to increase the number of channels broadcasted. The objective was to give consumers greater choice and to eliminate the phenomenon of "carriage fees", which were being charged due to capacity constraints.

However, the NBA is distressed and disappointed that TRAI's new Notification has actually legalised the practice of "carriage fees" and given distributors the freedom to unilaterally set the amount of "carriage fees" broadcasters must pay.

This unfairly penalises broadcasters and threatens the very survival of the broadcasting industry.

The NBA urges the Government and TRAI to look into this malaise and correct it urgently.

Annie Joseph
Secretary General