

## Appendix-I

### Questionnaire for Survey of Cable Operators

Name of the cable Operator:.....

Name of Individual Surveyed:.....

Address: .....

Telephone No..... E Mail ID.....

Nature of LCO  Individual  Firm  Company  Others (Pl specify)

#### Subscriber Details

1. Whether the number of subscribers has increased after introduction of Digital Services? (Tick ✓ any one)

Increased  No difference  Reduced

2. What is the number of Subscribers now?.....(No.)

3. How many Cable Set Top Boxes have been installed?.....(No.)

4. What is the break up of the Set Top Boxes installed.

High Definition(No.) .....  Basic (Vanilla)(No.).....

5. How many subscribers have opted for only Basic Service Tier:.....

6. How many subscribers have exercised a-la-carte option?.....

7. How many of your consumers have moved from DTH to Cable due to digitalisation?.....(No.)

8. How many of your consumers left cable and moved to DTH after digitalisation? .....(No.)

9. How many consumers have filled the Consumer Application Form? .....(No.)

10. Why were the CAF not obtained from consumers prior to release of digital connection?

Didn't have time to complete the formalities

- I was not aware that CAF forms are required to be filled prior to release
- Consumers didn't cooperate in filling despite providing them the forms
- Any other Reason (Pl specify).....

**Publicity of Switchover**

**11.** What methods were adopted by you for apprising consumers about the need of installing a Set Top Box? (Tick ✓ one or more)

- by Pamphlet Distribution
- by Advertisements on Local Cable Channels
- Door to door contact of consumers
- Others (Pl specify).....

**12.** What measures were taken by your MSO for publicity before the switchover date? (Tick ✓ one or more)

- by Pamphlet Distribution
- by Advertisements on MSO cable channels
- by Advertisements in Newspapers
- by sending bulk SMSs
- Others (Pl specify).....

**Funding the transition**

**13.** What has been the mechanism of payment for obtaining STBs from MSO? (Tick ✓ any one)

- Upfront payment of full amount to the MSO prior to issue to LCO
- MSO provided it without any upfront payment which was to be deposited after collection from consumers
- MSO provided it on Part upfront payment and part to be deposited later
- Any other (pl specify).....

14. How much did you invest in upgrading your network? Rs.....

15. How was the money arranged for improvement of Cable Network?

- Funds/Equipment was provided by MSO (in part or full)
- Arranged from personal savings
- Arranged by way of Loans from Bank
- Arranged by way of loans from private financiers
- Any other (Pl specify).....

16. Whether there were any shortages of STBs at any point of time during changeover?  Severe Shortage  Some shortage  No shortage

### SMS and Billing

17. Whether computerised Subscriber Management System (SMS) has been created by your MSO? (Tick ✓ any one)  Yes  No

18. What is the status of access to centralised SMS provided to you by MSO?

- LCO has been permitted to view the details and no power to modify the data base
- LCO has been permitted to not only view the details but also allowed to modify any details in the data base
- LCO has been permitted to not only view the details but also allowed limited power to modify the data base
- LCO has no access to the SMS database

19. Are you giving printed monthly bills to your subscribers?  Yes  No

20. What is the system of Generation of Bills? (Tick ✓ any one)

- MSO is generating printed Bills and handing over the printed bills for collection to LCO
- MSO has provided online access of SMS to LCO, and LCO is generating the bills
- MSO provides the Billing information in soft copy and LCO generates the Bills

Old system of collecting is still continuing

**Details of Revenue Generation/Sharing**

**21.** Whether a written agreement has been signed with the MSO?

Yes             No

**22.** TRAI had prescribed a revenue sharing model for BST (45 forLCO:55 forMSO) and Pay channels (35 forLCO:65 forMSO). Any other revenue sharing arrangement with mutual consent was also permitted. What is the arrangement between you and MSO? (Tick ✓ any one)

- As prescribed by TRAI
- Different from TRAI as mutually agreed
- Compelled to sign the agreement however I don't agree with the revenue share

**23.** In case of a difference from TRAI, Pl specify the revenue share as per your agreement with MSO:

- For BST : LCO:.....MSO:.....
- For Pay : LCO:.....MSO:.....

**24.** What according to you is a reasonable revenue sharing arrangement for a viable business?

- As recommended by TRAI
- According to me the ratio for viable business should be as follows:

**For BST :** LCO:.....MSO:.....    **For Pay :** LCO:.....MSO:.....

**25.** Total Number of TV Channels being provided  Earlier.....  Now.....

**26.** Break up of Total number of TV channels being provided now:

**In BST :** ..... (No.)     **In Pay channel category**..... (No.)

**27.** How many of your own cable channels were/are you able to provide?

Earlier.....  Now.....

28. Give a comparison of income receipts from various sources as a percentage of your total income.

Earlier    Now

- .....%     .....%            From Advertisements on local channels
- .....%     .....%            From monthly subscription (retained by LCO)
- .....%     .....%            From carriage fees
- .....%     .....%            From placement fees
- .....%     .....%            Others (PI specify)

29. Has your Average Revenue Per User (ARPU) increased or decreased due to digitalisation?  Increased             has remained same     Decreased

**Manpower/Training**

30. How many people had you employed earlier (direct/indirect) ? .....(No.)

31. How many people have you employed now (direct/indirect)? .....(No.)

32. What kind of training did you and the staff employed undergo and where? For what duration? PI give details .....

.....

33. Whether the training was arranged by MSO ?  Yes     No

34. PI identify how and in which area is the training required to be arranged and for what period? .....

.....

**Public Grievance Redressal:**

35. How do your consumers lodge a complaint for cable services? (Rank from 1 to 5 in descending order of method adopted)

..... by calling the Toll free number provided by Cable Operator

..... by calling the Cable operator as earlier

..... Through the website of Multi System Operator (MSO)

..... by contacting the nodal officer of MSO/Cable operator

..... Others

**36. Grievances relate to which of the following areas? (Rank from 1 to 7 in descending order of method adopted)**

..... Problem with malfunctioning of STB or its remote

..... Problem with Picture quality(pixilation)

..... Problem with audio quality

..... Problem with not getting subscribed channels

..... Problem with billing

..... No signal

.....Others

**Overall Views on merits/demerits/problems/suggestions**

**37. What in your view have you gained from digitalisation? (Tick ✓ one or more)**

- I will now be in a better position to compete with DTH players
- I have upgraded my network in the process
- Customers are happy with getting more channels and better viewing experience
- transparency in subscriber base has reduced my disputes with MSO
- Technical assistance from MSO has enabled me to improve my services
- Pilferage in collection by collection agents/staff has reduced/stopped
- I am now able to prevent the release of unauthorised connections by lineman/subordinate staff
- My ARPU has increased
- Others (Pl specify).....

**38.** What in your view have been the major disadvantages of the switchover as far as you are concerned? (Tick ✓ one or more)

- Lost my own identity as a service provider
- Unable to provide local cable channels of my own
- My subscriber base has reduced
- Tax liability has increased
- My ARPU has reduced
- Others (Pl specify).....

**39.** What in your view have been the major problems with the switchover in the way it has been managed?

- 1.....
- 2.....
- 3.....
- 4.....

**40.** Do you feel digitalisation of cable services is required for maintaining their competitiveness and provision of better services to consumers?  Yes  No

**41.** If Yes, what are your suggestions in respect of the Policy and Procedure adopted as also to get rid of any problems faced during the transition and for managing it in a better way?

- 1.....
- 2.....
- 3.....
- 4.....

## Appendix-II

### Questionnaire for Consumer Survey

Cable Operator Name:.....

#### **Information Relating to Consumer:**

Name..... Age..... Gender:  Male  Female

Address:.....

1. Premises Surveyed: (Tick ✓ any one)

Residence  Shop  Office  Hotel/Restaurant

Others (Pl specify).....

2. Educational Qualification: (Tick ✓ any one)

Uneducated  Upto 5th Class  Upto 12th Class  Graduate & above

3. What is your Occupation? (Tick ✓ any one)

Govt Service/PSU  Private Sector Employee  Self Employed/business/Shop

Housewife  Others (Pl specify)

4. How many TV sets do you have? (Tick ✓ any one)

One  Two  More

5. Monthly Income of family : (Tick ✓ any one)

Above 50000  Between 30001-50000  Between 10001-30000

Between 5001-10000  Less than 5000

6. Do you have a DTH Connection ( Dish TV/Tata Sky/DD Direct/Sun Direct/ d2h/ digital TV) in addition to cable connection  Yes  No

7. Have you switched over from DTH to Cable after digitalisation of cable?

Yes  No

#### Information relating to Set Top Box



8. Have you got Set Top Box Installed for viewing cable channels?

- Yes  No

9. How many cable Set Top Boxes have you installed? (Tick ✓ any one)

- One  Two  More

10. How did you come to know that a STB is required to view channels ? (Tick ✓ one or more)

- Newspapers  TV Channels  Radio  friends/Neighbours  
 SMS from Govt  From Cable Operator  Others (Pl specify).....

11. Were you told by cable operator of various options available for purchase of STBs ?

(i) Outright Purchase  Yes  No

(ii) Hire purchase  Yes  No

(iii) Rental  Yes  No

12. Which option have you opted? (Tick ✓ any one)

- Outright Purchase  Hire purchase  Rental  Don't know

13. Any difficulty in understanding how to operate STB?

Children  Yes  No

Women  Yes  No

Elderly  Yes  No

14. Type of Set Top Box installed (Tick ✓ any one)

- Basic/Vanilla Set Top Box  High Definition  Others

15. What are your views in respect of cost of STB? (Tick ✓ any one)

- Reasonable  Costly  Very Costly

### Monthly Subscription

16(i) Which scheme have you opted for viewing TV channels

Basic (BST)    Pay Channel Package    a-la-carte

**16(ii).** Are you aware that you can exercise option to choose from various TV channels on an a-la-carte basis in addition to opting for a bouquet/package?

Yes    No

**16 (iii).** If Yes, which option have you exercised? (Tick ✓ any one)

a-la-carte choice    from one of the packages offered  
 don't know

**16 (iv)** If you didn't exercise choice, was it because the cable operator did not provide you the details to exercise choice?  Yes    No

**17(i).** Have you filled the Customer Application Form(CAF) ?  Yes    No

**17(ii)** If yes, who filled your CAF?

You have filled yourself  
 It was filled by cable operator in consultation with you  
 It was filled by cable operator without your knowledge

**17(iii)** If No, did the cable operator inform you that you have to fill CAF?  
 Yes  No

### **Views Regarding Benefits from Switchover**

**18.** What benefits do you see from the switchover by installing STB?

**(i)** In terms of availability of channels (Tick ✓ any one)

Many more channels are available now than earlier  
 It does not make any difference to me as I watch only a few channels  
 I don't know that more channels are available now than earlier

**(ii)** In terms of picture quality of channels (Tick ✓ any one)

Vast Improvement    Some Improvement    Don't find much difference

**(iii)** In terms of audio quality of channels (Tick ✓ any one)

- Vast Improvement       Some Improvement       Don't find much difference

**(iv)** In terms of availability of multiple language option for viewing the same channel (Tick ✓ any one)

- Yes     I don't find any benefit     I don't know that language option is available on some channels

**(v)** In terms of locating a channel

- become easier now       No difference     become difficult now

**(vi)** In terms of Information relating to a programme (Tick ✓ any one)

- Much more information regarding a programme and its schedule  
 I don't know how to find information using STB  
 While I am aware, I don't find it useful

**19.** What out of the following do you see as a significant benefit of digitalisation ? (Tick ✓ one or more)

- Enhanced Picture/Audio Quality       Capability to choose channels  
 Capability to view more channels       Ease of viewing and information availability through Electronic Programme Guide  
 Capability to view High Definition channels     Capability to record channels  
 Capability to view more Doordarshan channels  
 getting any new channels of my choice now which I was not getting earlier  
 Capability to view channels in more than one language

### **Monthly Rental**

**20.** How much were you paying per month prior to installation of STB Rs.....

**21.** What is your monthly rental now per connection? Rs.....

**22.** In case you have more than one connection, how much are you paying for second Connection Rs..... for third Connection Rs.....

**23.** In case your monthly rental has increased, what do you feel about this increase considering the benefits? (Tick ✓ any one)

- I don't mind paying the increased amount considering the benefits
- While I am satisfied with the switchover, I find the increase in monthly rentals as unjustifiable
- I am not happy with the increase but would like to continue it
- I would like to go back to earlier regime

**24.** Are you getting a printed monthly Bill?  Yes  No

**Public Grievance Redressal/Customer Complaints**

**25.** How often do you face a problem relating to cable? (Tick ✓ any one)

- rarely
- Once a month
- Twice a month
- More than twice a month

**26.** How do you lodge a complaint for cable services? (Tick ✓ one or more)

- by calling the Toll free number provided by Cable Operator
- by calling the Cable operator as earlier
- Through the website of Multi System Operator (MSO)
- by contacting the nodal officer of MSO/Cable operator
- Any Other (Pl specify).....

**27.** Your grievances relate to which of the following areas? (Tick ✓ one or more)

- Problem with malfunctioning of STB or its remote
- Problem with Picture quality(pixilation)
- Problem with audio quality
- Problem with not getting unsubscribed channels
- Problem with billing
- No signal
- Any Other (Pl specify).....

28. Has there been an improvement in attending to your complaints after the switchover (Tick ✓ any one)

- significant improvement
- worse than before
- Improvement
- No improvement

29. Overall Views on the Switchover (Tick ✓ any one)

- Very Satisfied
- Made no difference
- Want to revert back to earlier regime
- Satisfied
- Not satisfied but want to continue with STB

30. Any other issue about cable TV services which you want to highlight ?

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### Appendix-III Breakup of Cost of STB

INDIA MANUFACTURING					
	IMPORT OF STB			LOCAL MFG.	
1 USD=60 INR	60	%	Cost	%	Cost
FULL STB Price/ IMPORT COMP.- FOB (USD)			16.50		10.75
INSURANCE (USD)	1%		0.17		0.11
SEA FRT (USD)	2%		0.33		0.22
FULL STB Price/ IMPORT COMP.- FOB (USD)			17.00		11.07
<b>ASS VALUE in INR</b>	<b>A</b>		<b>1,029.90</b>		<b>670.99</b>
BASIC CUSTOM DUTY (BCD)	B	10%	102.99	0.5%	3.35
COUNTERVEILING DUTY(CVD)	C	12%	135.95	12%	80.92
CUSTOM CESS	D	0%	-	3%	1.01
SPECIAL ADD. DUTY(SAD)	E	4%	50.75	4%	19.66
<b>DUTY NET OF CENVAT</b>	<b>B+D+E</b>		<b>153.74</b>	<b>B+D</b>	<b>4.37</b>
CHA CHARGES	F	0.40%	4.12	0.40%	2.68
INLAND HAULAUGE ETC.	G		24.75		16.13
LOCAL FRT	H	2.00%	19.80	2.00%	12.90
<b>LANDED COST (NET OF CENVAT)</b>	<b>I</b>		<b>1,222.11</b>		<b>700.43</b>
Local Items Cost (INR)			-		240.0
CST				@2%	4.8
ADD: CONVERSION CHARGES			-		90.00
			-		-
<b>LANDED COST INDIA</b>			<b>1,222.11</b>		<b>1,035.23</b>
EXCISE DUTY/COUNTERVEILING DUTY			135.95	12.36%	127.95
SOFTWARE COST					75.00
VAT				13.0%	160.96
<b>Total LANDED COST INDIA</b>			<b>1,358.06</b>		<b>1,399.14</b>
<b>Net of Cenvat Price</b>			<b>1,222.11</b>		<b>1,271.19</b>
<b>Financing @ 1 year</b>		5%	<b>67.90</b>	13%	<b>181.89</b>

VAT--since there is full vat that even with govt. imposing duty of 10% of STB there is no advantage as cost is still high..this is creating a negativity still against buying local STB and international STB companies work hard to also give long term finance over and above this advantage and for a cable operator who is subsidising the set top box, every rupee costs and he is doing the needful by importing than moving to local STB

Source: CEAMA

## Appendix- IV

### Course Contents of 5 day training programme of BECIL:

- a) Overview of CATV industry in India.
- b) CATV transmission system for TV & Broadband and basics of signal processing.
- c) Modulation and Frequency Division Multiplexing (FDM) & CATV Spectrum.
- d) Elements of Head-End
- e) HFC network and Signal Distribution Elements : Coaxial Cable, Wall outlet box, Cat 5e, RJ- 11, RJ-45 & F-Connector System Outlets
- f) Installation Techniques, Tools of the Trade and Safety aspects and preservation of building interiors.
- g) Installation Site Survey (Customer's Premises), Conduiting and wall outlets Chamber, Preferred Routes.
- h) Installation : Cables, Connectors, Cable Attachments, Drop Cable Installation,
- i) Installation activities inside Customer's Premises, Entry Holes, Internal JB, Isolator , Analog Installations, Digital Installations, Set-Top Box Diagnostics.
- j) Troubleshooting : Signal Level Measurement, Impairments of Signal Quality, MER, BER & C/N.
- k) Safety Manual : Protecting yourself, Vehicle & driving, Protecting the public, Tools, Safety at the Customer's Premises, Reporting accidents
- n) Cabling in Roof Spaces, Respect for Electricity, Use of ladders, Roof Work, Lifting & Carrying, Fire, Fire Extinguishers, Other Fire Fighting Aids.
- o) Handling Laser & Fibre Optic devices etc.
- p) Customer Relations – Importance of CAF (Customer Acquisition Form) documentation and generating awareness for customer care etc.