

**TELECOM REGULATORY AUTHORITY OF INDIA**

**TRAI issued Consultation Paper on Issues related to Placing of Television Channel on Landing Page**

**New Delhi, 3<sup>rd</sup> April, 2018:** Telecom Regulatory Authority of India today released Consultation paper on Issues related to Placing of Television Channel on Landing Page.

2. In industry parlance, the landing channel or the landing page refers to the Logical Channel Number (LCN) which is displayed first when the Set Top Box (STB) is switched on. As per the practice, this channel is available for display on all the STBs connected to the network of a distributor. Such channels may be available to all customers irrespective of the choice and whether it is Pay or Free to Air channel. TRAI has received large number of complaints inter-alia alleging that some distributors, in collusion with broadcasters, are placing television channels on landing page to influence television ratings. It is argued that channel available at landing page is not normal choice of customer. Therefore, such channels may not be allowed for influencing TRP ratings.

3 The Authority issued a direction dated 8th November, 2017 wherein all the broadcasters and distributors of television channels were directed to restrain from placing any registered satellite television channel, whose TV rating is released by TV rating agency, on the landing LCN or landing channel or boot up screen. The said direction was challenged by some stakeholders in the Hon'ble Telecom Disputes Settlement and Appellate Tribunal (TDSAT). As per interim orders, the direction is not operative. As the primary ground of the said dispute was transparency, the Authority conveyed its decision to re-consider the issue to Hon'ble TDSAT which was agreed to. Accordingly this consultation paper is being issued.

4. The consultation paper, with the aim to protect the interest of the consumers, to ensure fair growth of the sector, and to ensure unbiased TRP ratings raises various issues related to placement of television channels on landing page while providing an opportunity to all the stakeholders to deliberate on the issues and to provide comments /suggestions thereof.



5. Consultation paper is accessible on TRAI website [www.trai.gov.in](http://www.trai.gov.in). Written Comments on the Consultation Paper are invited from the stakeholders by 20<sup>th</sup> April, 2018 and counter-comments by 27<sup>th</sup> April, 2018. For any clarification/ information, Sh. Anil Kumar Bhardwaj, Advisor (B&CS) may be contacted at Tel. No.: +91-11- 23237922, Fax: +91-11-23220442.

  
(S. K. GUPTA)  
Secretary, TRAI  
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