

Survey Report on Impact of 2018 TV Regulations on Consumers

1. Introduction

To extend full benefits of digitalization in the TV sector, TRAI introduced comprehensive set of regulations which included Interconnect Regulations, Quality of Service Regulations and New Tariff Order. However, this was followed by a great deal of confusion and contestation.

In view of this, some of the NICI members carried out an extensive survey in three states of UP, Jharkhand and Rajasthan to assess consumer response with regards to new regulations.

In this regard, first a pilot survey was done to identify the questions to be asked and the manner in which the questions needed to be framed. Based on the pilot, an extensive survey was carried out using the following data collection techniques. The survey questions were provided to the respondents in both Hindi and English language.

- Household Survey
- Focus Groups

2. Survey Questions

In Hindi

टीवी उपभोक्ताओं के लिए प्रश्नावली

1. हमें आमतौर पर अपनी पसंद के चैनल या अपने केबल टीवी पर किसी विशिष्ट चैनल का चयन करने की स्वतंत्रता नहीं है और इसलिए हम आमतौर पर केबल टीवी ऑपरेटर के सुझाव का पालन करते हैं।
2. हमें अपने केबल टीवी ऑपरेटर से उचित बिल और चालान नहीं मिलता है।
3. हम दिसंबर 2018 के बाद टीवी देखने के लिए सिस्टम में नियमों के लगातार बदलाव के कारण उलझन में हैं और हमारे टीवी बिल में बढ़ोतरी हुई है।
4. हम नियमों में कोई और बदलाव नहीं चाहते हैं जिससे हमारे टीवी देखने के अनुभव पर प्रभाव पड़े।
5. हमें इस बात की जानकारी नहीं है कि केबल टीवी ऑपरेटरों के अलावा हम अपने मुद्दों और किसके सामने रख सकते हैं।

In English

Questionnaire for TV Consumers

1. We don't have freedom to choose channels of our choice or any specific channel on our cable TV and therefore we generally follow what cable TV operator recommends.
2. We do not get proper bills and invoices from our cable TV operator.

3. We are confused by the frequent changes of rules in the system for TV viewing especially after December 2018 and our TV bill has increased after the new system was implemented in December 2018.
4. We don't want any further changes in the rules which can again disturb our TV viewing experience.
5. We don't know where to go if our issues don't get resolved by the Cable TV operator.

3. Format of the Survey

उत्तरदाताओं का विवरण/ **Details of Respondents:**

क्र मां क/ S.N o	Name/ नाम	पता या मोहल्ला/ Address Area Residence	या or of	फोन, ई-मेल या कोई भी आईडी नं/ Phone, E- mail or any ID no.	हस्ताक्षर/ Signature	सभी कथनों से सहमत है / Agree with all the statements	उस बिंदु का उल्लेख करें जिससे आप असहमत हैं / Mention the point you disagree with
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4. Snapshot of Survey Findings

Jharkhand (Jamshedpur District – Multiple locations)						
Data Collection Technique: Household Survey						
Total Respondents : 813						
Disagree with all the statemen ts	Disagre e with statem ent numbe r 5	Disagree with statement number 4	Disagree with statement number 3	Disagree with statement number 2	Disagree with statement number 1	Unansw ered
1 (0.1%)	518 (63%)	244 (30%)	23 (3%)	7 (0.9%)	2 (0.2%)	9 (1.1%)

Location : Uttar Pradesh (Bareilly district - Baheri Area)						
Data Collection Technique: Household Survey						
Total Respondents: 133						
Disagr ee with all the statem ents	Disagree with stateme nt number 5	Disagree with statement number 4	Disagree with statemen t number 3	Disagr ee with statem ent numbe r 2	Disagr ee with state ment numb er 1	Unanswered
0	24	7	9	11	21	12

	(18%)	(5%)	(7%)	(8%)	(16%)	(9%)
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Location : Rajasthan (Jaipur, Mandawa, Sanganer and others)						
Data Collection Technique : Mostly Focus Groups						
Total Respondents: 1058						
Disagree with all the statements	Disagree with statement number 5	Disagree with statement number 4	Disagree with statement number 3	Disagree with statement number 2	Disagree with statement number 1	Unanswered
0	3 (0.2%)	5 (0.5%)	1 (0.09%)	7 (0.7%)	2 (0.2%)	2 (0.2%)

5. Conclusion

In all there were over two thousand responses (133 from UP, 813 from Jharkhand and 1058 from Rajasthan). An aggregate picture that the surveys bring out for each question can be summed up as follows:

The survey reveals serious consumer concern on all these counts. For instance, in all three states, there is hardly any consumer who disagrees with all five of the above statements. This shows that an overwhelming number of consumers are confused after 2018 regulations and that their bills have also increased since the new regulations were introduced. An overwhelming number of consumers also raise serious concern with regards to invoice/bills from their cable operators and exercising their choice in selecting channels. These problems can be solved if the Quality of Service regulations are properly enforced. Further, most consumers informed the survey enumerators anecdotally that they had not heard of MIB, TRAI or MSO and continue to think that their problems can only be resolved by their respective cable operators.