



also exist.

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- But they may or may not be custom tailored depending on each consumer.
- Also, at least 85% of the total price of all channels that are part of it should be charged, removing the incentive to distort prices.
- The pricing as well as the channels and the number of channels offered in these packs will also depend on the competition.
- TRAI has put up a calculator on its website to help consumers calculate bills under the new regime before signing up for a package.

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### **What is the significance?**

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- TRAI's regulation will ensure the implementation of a fair price model for both the consumers and the broadcasters.
- It provides for greater choice and transparency on pricing of channels, by removing distribution bottlenecks and empowering consumers.
- The maximum price for pay channels declared by the broadcaster is reported to TRAI, bringing about greater transparency.

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### **What is the case with new platforms?**

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- Television in the conventional sense has changed in the era of the Internet, with the emergence of new distribution possibilities.
- Many broadcasters, including popular news channels, provide their content free on platforms such as YouTube and through mobile apps.
- Global Over the Top (OTT) providers such as Netflix and Amazon Prime have opened a new front.
- They are competing for viewers who get advertisement-free programming

streamed on subscription.

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- Broadcast licensing does not apply to such new technology platforms and so, they do not come under TRAI's price regulation.

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- Given this, a transparent pricing regime and better choices makes conventional TV competitive on par with these new platforms.

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**Source: The Hindu, Hindustan Times**

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