MSOs Role in Successful Digital Implementation

The Multisystem Operator being the consolidator of broadcast channels at its Network Operating Centre and delivery thereof on its Gateway/Network to the LCO/Customer assumes its all-important status in the hierarchy.

- Consolidation of broadcast signals and up gradation of Headends
- Process of digitalization includes Encryption of Signals and maintaining Subscriber Management System (SMS) which provides and generates reports for various interested parties.
- Setting up of 24 x 7 Customer Care Center to ensure better end to end customer services.
- To provide Set Top Boxes and ensure maintenance post installation.
- Interconnect terms with Broadcasters and LCO’s.
- Statutory compliance
Digitalization will ensure choice for customers.

Digitalization will bring transparency.

Providing content to authorized viewers only.

Planning for across India digitalization as per policy of TRAI.

Partial Digitalization has led to the natural move of the MSOs in adopting digital technology.

Digitalization will help in organizing and consolidating the fragmented cable market which will ensure better Government Revenues.

Digitalization would generate huge business opportunities considering the big Indian market.

Digitalization move will bring India in line with the international standards.
Multi System Operator in Digital System

- Interface between Broadcaster and the customer.
- Interface between the Customer and the LCO
- Nodal agency to provide statutory compliance reports to all Government authorities including TRAI.
- Responsible for collection and disbursement of revenues to the respective stakeholders – Broadcasters, LCOs, etc.
- Responsible for collection of taxes and payment to the Government treasury.
Complete Transparency and Declaration will ensure proper revenue distribution to all parties including Government.

Digitalization provides choice to customers.

Digitalization makes it possible to provide Value Added Services and more Channels with the same TV Set.

Advertising rates can be fairly negotiated with availability of transparent viewership data.

The LCOs, being the front-end dealer with the customer, face the flak for television blackouts and are also at the receiving end from the broadcasters. Digitalization will eliminate all this.
Thank You