

## Notification – Platform Digital Channels

APSFL is presently broadcasting several platform channels across genres such as general entertainment, movies, music, infotainment, devotional, etc., on a test basis to understand engagement levels of its subscribers. While it is observed that there is considerable interest from subscribers w.r.t high quality channels airing good content, there is also scope for considerable increase in quality of content being telecasted. Simultaneously, several channel owners are approaching APSFL to onboard their digital channel since the ecosystem, thus far, has been operating on a *Free-of-Cost* basis. Therefore, there is an immediate need to establish clear guidelines and selection criteria vis-à-vis the Regulatory, Quality and Commercial aspects of a platform channel.

APSFL invites comments from all interested stakeholders - Channel owners, Cable Operators and Subscribers to prepare draft guidelines for onboarding platform digital channels.

The respondents are requested to send in their responses to [pmc-apsfl@ap.gov.in](mailto:pmc-apsfl@ap.gov.in) before 6<sup>th</sup> October, 2019

### List of Issues for consultation

1. What key guidelines APSFL should adhere to while onboarding platform digital channels?
2. What would be the ideal monetization plan for a platform digital channel?
  - a. What are the pros & cons of leasing out advertisement space on the channel?
  - b. What are the pros & cons of collecting carriage fee from a platform channel?
  - c. What would be the ideal carriage fee per user?
3. Should there be a cap on the maximum number of platform digital channels allowed?
4. How should APSFL allocate LCNs/placement to selected platform channels?
5. Should there be a minimum allowable time period for a platform channel?
6. Should APSFL allow/continue platform News channels on its Network
7. Any other comments as deemed fit by the respondent.

**The revised draft guidelines for onboarding platform digital channels will be published by 9<sup>th</sup> October and will come into effect from 00.00 Hrs on 11<sup>th</sup> October. All existing and new platform digital channels will be governed exclusively by these guidelines. Any non-conforming channels will deactivated W.E.F. 00.01 Hrs on 11<sup>th</sup> October, 2019**