

REFERENCE INTERCONNECT OFFER OF BLOOMBERG TELEVISION PRODUCTION SERVICES INDIA PRIVATE LIMITED

Pursuant to clause 7(1) of Chapter III of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 dated 3rd March 2017

This Reference Interconnect Offer (“RIO”) is being published by Bloomberg Television Production Services India Private Limited (“Broadcaster”), a company incorporated under the Companies Act, 1956, having its office at 1601, 16th Floor, Tower 2 “B” Wing, One World Center, 841 Jupiter Mills Off Senapati Bapat Marg Lower Parel, Mumbai 400 013, India, specifying the technical and commercial terms and conditions for retransmission of Broadcaster’s channels through digital addressable platforms, in compliance with the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 (“Interconnection Regulations”) as amended from time to time, the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order 2017 (as amended by the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Second Amendment) Order 2020, the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Third Amendment) Order 2022, and the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Fourth Amendment) Order, 2024, and The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations 2017 (hereinafter collectively referred to as “TRAI Regulations”). The Distribution Platform Operators (“DPO(s)”) desirous of re-transmitting signals of the channel(s) distributed by the Broadcaster (“Channels”) may seek interconnection for the Channel(s) on the basis of this RIO. This RIO shall be effective from [1st April 2025].

Every DPO desirous of availing signals of the Channels for retransmitting the same through such DPO’s digital distribution platform shall not be in default of payment to the Broadcaster, in terms of Clause 3(2) of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations 2017 and the DPO shall make a written request to the concerned person from amongst the following persons designated by the Broadcaster, *(for the applicable digital distribution platform in the applicable region)* by submitting the duly filled in application form which is available at <https://www.bloomberg.com/distribution/affiliates/>. While submitting the application form, DPO shall also submit documentary evidence/technical compliance report showing that such DPO’s digital distribution platform meets the requirements specified in the Schedule III, Schedule IX and/or Schedule X, as the case may be, of the Interconnection Regulations.

Distribution Platform	Name	Contact No.	Email ID	Address
Digital Addressable Cable Television Systems, IPTV and DTH	Sophia Yuen	+44-20-35254069	syuen75@bloomberg.net	with an office in the United Kingdom located at, 3 Queen Victoria Street, London EC4N 4TQ United Kingdom

Note: If DPO is an MSO and/or DTH operator and/or IPTV operator and/or HITS operator, then it shall execute separate interconnection agreement for each type of its Digital Distribution Platform for availing signals of the Channels.

Upon receipt of the duly filled in application form from the DPO and/or before providing signals of the Channel(s) to the DPO, if Broadcaster is of the opinion that the digital distribution platform of such DPO does not meet the requirements specified in Schedule III, Schedule IX and/or Schedule X, as the case may be, of the Interconnection Regulations, then Broadcaster may cause an audit of the DPO’s digital distribution platform by an auditor selected by the Broadcaster at its sole discretion, for conducting such audit and provide copy of the report prepared by the auditor to the DPO.

Pursuant to satisfactory completion of the aforementioned requirements the Broadcaster and the concerned DPO shall enter into the Interconnection Agreement, on an “as-is” basis and without DPO making any unilateral changes/modifications, annexed herewith to enable the DPO to avail and retransmit signals of the Channel(s). Once fully executed by and between the DPO and Broadcaster, the Interconnection Agreement shall supersede the terms of any and all previous agreements or arrangement between the DPO and the Broadcaster in relation to the subject matter hereof.

If DPO intends to use website copy of RIO based Interconnection Agreement, then DPO must ensure that it signs and sends the then prevalent RIO base Interconnection Agreement to Broadcaster along with relevant information and documents. It is hereby clarified that if any old/earlier version of signed Interconnection Agreement is received by Broadcaster after a new/modified version of RIO based Interconnection Agreement has been uploaded by Broadcaster then such signed Interconnection Agreement received from the DPO shall not be considered by Broadcaster.

INTERCONNECTION AGREEMENT

FOR BROADCASTER OFFICE USE ONLY

Agreement No: SA _____

Customer Reference No: _____

This Agreement is executed as of the last date of signature as per signature block below ('Execution Date') by and between:

Bloomberg Television Production Services India Private Limited, a company incorporated under the Companies Act, 1956, having its registered office at 1601, 16th Floor, Tower 2 "B" Wing, One World Center, 841 Jupiter Mills Off Senapati Bapat Marg Lower Parel, Mumbai 400 013, India (*hereinafter referred to as "Broadcaster" which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and assigns*),

AND

DPO: _____

DPO's Status: Company Partnership Firm Proprietorship Firm Individual HUF Other

Registered Address: _____

District: _____; State: _____

Correspondence Address: _____

District: _____; State: _____

CIN No.: _____

Contact Person: _____ Tel. No.: _____

Email id: _____

Name of Authorized Signatory (Mr./Ms.): _____

Status of Registrations / Licenses: As per Table 1 below.

Table 1					
Status of Registrations / Licenses of the Permitted Digital Distribution Platform	Name of Registrant / License holder	License / Registration No.	Registered area of operation, as per Registration/License (if applicable)	Validity	
				From	To
DAS License (if applicable)					
DTH License (if applicable)					
HITS License (if applicable)					
Wireless Operational License (if applicable)					
IPTV License (if applicable)					
Any Other Applicable License (please specify in the space below)					
<input type="checkbox"/>					
<input type="checkbox"/>					
Permanent Account Number (PAN)				NA	NA
Tax Deduction and Collection Account Number (TAN)					
Entertainment Tax Registration					
Goods and Service Tax No. (GST No.)					

[hereinafter referred to as "DPO", which expression, unless repugnant to the meaning and context thereof, shall mean and include the heirs, executors and administrators in case of a sole proprietorship; the partner or partners for the time being and the heirs, executors and administrators of the last surviving partner in case of a partnership firm; the successors and permitted assigns in case of a company; and karta and coparceners in case of a Hindu Undivided Family ("HUF")].

RECITAL:

- (A) Broadcaster has relevant downlinking permission from the MIB, to downlink signals of "Bloomberg Television", registered with MIB and bearing Registration No.: 059/F/2008-TV(I) in India.
- (B) DPO is a Distribution Platform Operator and is authorized to retransmit signals of satellite television channels through its Permitted Digital Distribution Platform to its Active Subscribers in the Territory.
- (C) DPO is desirous to subscribe the Subscribed Channels for further retransmission through its applicable Permitted Digital Distribution Platform in the Territory and in this regard has approached Broadcaster.

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants contained herein, constituting good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. **DEFINITIONS:** In this Agreement, unless the context requires otherwise, the following defined terms shall have such respective meaning as have been assigned to them herein below. Additionally, there are other defined terms in the body of the Agreement and the Annexures attached to this Agreement which shall have such respective meaning as have been assigned to them therein.
 - (a) "**Active Subscriber**" shall mean a Subscriber who has been authorized to receive channel(s) available on DPO's Permitted Digital Distribution Platform (*either directly or indirectly through the DPO's affiliated LCO, as the case may be*), as per the SMS of the DPO's Permitted Digital Distribution Platform and whose set top box has not been denied signals.
 - (b) "**DPO's Active Subscriber Base**" shall mean the total number of Active Subscribers.
 - (c) "**DPO's STB**" shall mean DPO provided and/or DPO authorized set top box (*embedded with CAS microchip*) installed in the premises of an Active Subscriber that allows such Active Subscriber to receive channel(s) in an unencrypted and descrambled manner through the DPO's Permitted Digital Distribution Platform (*either directly or indirectly through the DPO's affiliated LCO, as the case may be*).
 - (d) "**Applicable Laws**" shall mean all applicable statutes, enactments, acts of legislative or parliament, laws, ordinances, rules, bye-laws, regulations, notifications, guidelines, policies, directives or orders, including amendments thereto, of any Government Authority, statutory authority, tribunal, court or recognized stock exchange in India including without limitation, any local and national laws, treaties, voluntary industry standards (if any) rules, directives, regulations, guidelines, and code of conduct of the MIB, TRAI, Ministry of Communications and Information Technology (MCIT), Department of Telecommunications under MCIT in India (DOT), Ministry of Electronics and Information Technology (MEITY) that have come into effect, those applicable to any tax, consumer and/or product safety, data piracy and the privacy and protection of personally identifiable information, the protection of minors, employees, and the environment. For the purpose herein, Government Authority means any government authority, statutory authority, government department, government agency, board, tribunal or court or other entity authorized to make laws, rules or regulations having jurisdiction on behalf of the republic of India or any state and any authority exercising powers conferred by applicable laws, including, without limitation, the TRAI and the MIB.
 - (e) "**Agreement**" shall mean this Interconnection Agreement, including the Annexures attached to this Agreement.
 - (f) "**Average Active Subscriber Base of Package**", with respect to each Package, shall mean the average number of Active Subscribers subscribing to such Package, as shall be ascertained by Subscriber Report submitted by DPO in the manner specified in **Annexure H** attached to this Agreement.
 - (g) "**Average Broadcaster's Subscriber Base**" shall mean the average number of Broadcaster's Subscribers arrived at by averaging the Broadcaster's Subscriber count in the Subscriber Report submitted by DPO in the manner specified in **Annexure H** attached to this Agreement.
 - (h) "**A-La-Carte RTA**", shall mean the applicable a-la-carte rate to DPO for each Channel, as is mentioned in **Annexure C** attached to this Agreement, which has been arrived at after deducting distribution margin of twenty percent (20%) from the a-la-carte MRP of such Channel.
 - (i) "**Broadcasting Services**" shall mean dissemination of any form of communication like signs, signals, writing, pictures, images and sounds of all kinds by transmission of electro-magnetic waves through space or through cables intended to be received by general public either directly or indirectly and all its grammatical variations and cognate expressions shall

be construed accordingly.

- (j) **“Broadcaster’s Subscriber”** shall mean each such Active Subscriber in the Territory, who receives or is entitled to receive signals of channel(s) from amongst the Subscribed Channels at a place indicated by such Active Subscriber. For clarity, each DPO’s STB receiving or entitled to receive signals of channel(s) from amongst the Subscribed Channels shall be treated as one Broadcaster’s Subscriber.
- (k) **“Broadcaster’s STB”** shall mean each set top unit owned and provided by Broadcaster, together with associated viewing cards and remotes (where applicable) for each of the Subscribed Channels to DPO, details of which are set forth in **Annexure F** attached to this Agreement, which enables DPO to decrypt the encrypted signals of the Subscribed Channel.
- (l) **“Cable Service”** shall mean transmission of programs, including retransmission of signals of television channels, through cables.
- (m) **“Cable Television Network”** shall mean any system consisting of a set of closed transmission paths and associated signal generation, control and distribution equipment, designed to provide Cable Service for reception by multiple subscribers.
- (n) **“CAS”** shall mean conditional access system including: (i) systems installed at DPO’s head-end/earth station (*which is fully integrated with SMS*); (ii) systems which enable IPTV Service and/or HITS Service, where such systems meet the requirements of the Interconnection Regulations as the case may be, and enable Active Subscribers of the DPO’s Permitted Digital Distribution Platform to access and to view channel(s) available on the DPO’s Permitted Digital Distribution Platform for retransmission and also prevents unauthorized viewers from accessing such channels.
- (o) **“Channel”** shall mean the high definition (HD) version of the English language, channel titled ‘Bloomberg Television’. For the purposes of this Agreement, BTV is a twenty-four (24) hour per day, seven (7) day per week news and information video programming service emphasizing business and financial news as further described in **Annexure B** attached to this Agreement.
- (p) **“Confidential Information”** shall mean any confidential information disclosed by Broadcaster to DPO and any such other confidential and proprietary information, including the terms and conditions of this Agreement, disclosed by Broadcaster during the Term with respect to DPO retransmitting the Subscribed Channel(s) in the Territory through DPO’s Permitted Digital Distribution Platform.
- (q) **“Digital Addressable System”** shall mean an electronic device (*which includes hardware and its associated software*) or more than one electronic device put in an integrated system through which signals of Cable Television Network can be sent by a MSO to its Subscriber (*either directly or indirectly through the DPO’s affiliated LCO, as the case may be*) in an encrypted form, which can be decoded by device(s) (*having an activated CAS*) at the premises of the Subscriber within limits of the authorization made, through the CAS and the SMS, on the explicit choice and request of such Subscriber.
- (r) **“Digital Addressable Cable Television Network”** shall mean a Cable Television Network enabled with Digital Addressable System.
- (s) **“DTH operator”** shall mean a company that has been granted license by the Central Government to provide DTH Service;
- (t) **“DTH Service”** shall mean distribution/re-transmission of signals of television channels in Ku-band (*or any other band as approved by the MIB*), through satellite system, directly to Subscriber’s premises without passing through an intermediary such as a LCO or any other distributor of television channels, by using a digital addressable direct to home platform owned and operated by DTH operator, comprising of an electronic device (*which includes hardware and its associated software*) or more than one electronic device put in an integrated system through which signals of channels can be sent in encrypted form and decoded by device(s) having an activated CAS at the premises of the Subscriber within the limits of authorization made, through the CAS and the SMS, on the explicit choice and request of such Subscriber;
- (u) **“Distribution Platform Operator”** shall mean any MSO or HITS operator or DTH operator or IPTV operator which has the relevant license from the appropriate statutory authority to operate its Digital Distribution Platform and is authorized to retransmit signals of satellite television channels through such Digital Distribution Platform.
- (v) **“Digital Distribution Platform”** shall mean, with respect to MSO, such MSO’s Digital Addressable Cable Television Network, with respect to HITS operator, such HITS operator’s HITS Service, with respect to DTH operator, such DTH operator’s DTH Service and with respect to IPTV operator, such IPTV Operator’s IPTV Service, as the case may be.
- (w) **“Entitlement Reports”** shall mean monthly report(s) that DPO shall be required to furnish to Broadcaster, as per formats

set out in **Annexure I** attached to this Agreement, and also such other data/information which shall be required by Broadcaster from time to time, so as to enable Broadcaster to evaluate if all terms and conditions of the DPO's chosen Incentive Plan has been met by DPO.

- (x) **"EPG"** shall mean electronic program guide maintained by a DPO on its Digital Distribution Platform which lists the television channels and programs, and scheduling and programming information therein and includes any enhanced electronic guide that allows Subscribers to navigate and select such available channels and programs.
- (y) **"HITS operator"** shall mean any person permitted by the Central Government to provide HITS service.
- (z) **"HITS Service"** shall mean transmission of programs including retransmission of signals of television channels to (i) intermediaries like LCOs or MSOs by using a satellite system and not directly to Subscribers; and (ii) to Subscribers by using satellite system and its own cable networks.
- (aa) **"IPTV operator"** shall mean a person permitted by the Central Government to provide IPTV service.
- (bb) **"IPTV Service"** shall mean delivery of multi-channel television programs in addressable mode by using Internet Protocol over a closed network of one or more service providers. For the purpose of distribution of Subscribed Channel(s) by DPO through its IPTV Service, the DPO shall ensure the Subscribed Channel(s) are enabled with certified / authorised DRM owned and operated by the DPO and received directly on a unique television set either through a STB or soft set top box on a closed network of one or more service provider, provided such soft set top box is installed on the components and accessories installed at the premises of the Subscriber for reception of the Subscribed Channels.
- (cc) **"IRD"** shall mean an integrated receiver cum decoder box.
- (dd) **"Incentive Plan"** shall mean the incentives which are offered by Broadcaster to DPO on a-la-carte MRP of the Channel which DPO subscribes on a-la-carte basis, subject to DPO's compliance with the applicable terms and conditions of the DPO's selected Incentive Plan.
- (ee) **"Intellectual Property"** shall mean all right, title and interest in the programming and all copyright, creative, artistic and literary contents, trademarks, trade names, services marks, logos, materials, formats and concepts relating to the Channels, or any mark of the right holders of any programming exhibited on the Channels.
- (ff) **"Interconnection Regulations"** shall mean the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017, as amended from time to time.
- (gg) **"LCN"** shall have such meaning as is set forth in Clause 7 of this Agreement.
- (hh) **"LCO"** shall mean a person registered under Rule 5 of the Cable Television Networks Rules, 1994;
- (ii) **"Marks"** shall mean all Intellectual Property owned or used by Broadcaster or the applicable channel provider of the Channel(s) from time to time in connection with the Channel(s), including, without limitation, the trade names and trademarks therein such as "Bloomberg," "Bloomberg Television," and "BTV."
- (jj) **"Merged Entity"** shall have such meaning as is set forth in Clause 10(a) of this Agreement.
- (kk) **"MIB"** shall mean Ministry of Information & Broadcasting in India.
- (ll) **"MRP"**, with respect to the Channel, shall mean the maximum retail price, excluding applicable taxes/cess, as are set forth in **Annexure C** attached to this Agreement.
- (mm) **"MSO"** means a cable operator who has been granted registration under Rule 11 of the Cable Television Networks Rules, 1994 and who receives a programming service from a broadcaster and re-transmits the same or transmits his own programming service for simultaneous reception either by multiple Subscribers directly or through one or more local cable operators;
- (nn) **"New Digital Distribution Platform Service"** shall have such meaning as is set forth in Clause 10(c) of this Agreement.
- (oo) **"Package(s)"** shall mean various package(s)/combination/assortment of channel(s) and/or bouquets of channel(s) (comprising of channels and/or bouquets of channels of one or more broadcaster(s)) offered by DPO to Active Subscribers.

- (pp) “Party” shall mean, individually, the Broadcaster and DPO.
- (qq) “Parties” shall mean the Broadcaster and DPO.
- (rr) “Payment Due Date” shall have such meaning as is set forth in Clause 5(c) of this Agreement.
- (ss) “Permitted Digital Distribution Platform”, with respect to this Agreement, shall mean the Digital Distribution Platform for which DPO has filled applicable details in Table 1 above and which has also been specifically identified by DPO herein below by assigning tick marks (✓) against the applicable Digital Distribution Platform of DPO:
- Digital Addressable Cable Television Network
- DTH Service
- IPTV Service
- HITS Service
- [Note: If DPO identifies more than 1 (one) type of Digital Distribution Platform in the above check-boxes, then DPO’s selection shall be deemed invalid, thereby rendering this Agreement void ab-initio and DPO shall accept without demure such rejection of his selection/Agreement.]**
- (tt) “Piracy” shall have such meaning as is set forth in Clause 15(a) of this Agreement.
- (uu) “Security Systems” shall have such meaning as is set forth in Clause 15(a) of this Agreement.
- (vv) “Subscriber”¹ shall mean a person who receives Broadcasting Services from a DPO at a place indicated by such person without further transmitting it to any other person and who does not cause signals of television channels to be heard or seen by any person for a specific sum of money to be paid by such person, and each set top box located at such place, for receiving the subscribed Broadcasting Services, shall constitute one Subscriber.
- (ww) “SMS” means a subscriber management system or device which stores the Subscriber records and details with respect to name, address and other information regarding the hardware being utilized by the Subscriber, channels or bouquets of channels subscribed to by the Subscriber, price of such channels or bouquets of channels as defined in the system, the activation or deactivation dates and time for any channel or bouquet of channels, a log of all actions performed on a Subscriber’s record, invoices raised on each Subscriber and the amounts paid and incentives allowed to the Subscriber for each billing period, and which complies with the requirements as set out under Schedule III, Schedule IX and/or Schedule X, as the case may be, of the Interconnection Regulations.
- (xx) “Subscribed Channel(s)” shall mean the Channel which has been subscribed by DPO under this Agreement on a-la-carte basis (by assigning tick marks (✓) against such Channel(s) in **Annexure C** attached to this Agreement).
- (yy) “Subscriber Reports” shall mean the monthly reports to be provided by DPO to the Broadcaster in terms of Clause 11 of this Agreement.
- (zz) “Subscriber Report Due Date” shall have such meaning as is set forth in Clause 11(b) of this Agreement.
- (aaa) “Subscription Fee”, with respect Subscribed Channel(s), shall mean the fee payable by DPO to Broadcaster, for retransmission of signals of such Subscribed Channel(s) through DPO’s Permitted Digital Distribution System, which shall be computed in the manner as is set forth in Clause 4 of this Agreement;
- (bbb) “Tariff Order(s)” shall collectively mean the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff Order, 2017 (as amended by The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Second Amendment) Order 2020 and The Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Third Amendment) Order, 2022, and the Telecommunication (Broadcasting and Cable) Services (Eighth) (Addressable Systems) Tariff (Fourth Amendment) Order, 2024).

¹ The definition of Subscriber is without prejudice to the rights and contentions of the Broadcaster and would be subject to revision depending upon the orders/direction as may be finally passed in the Civil Appeal No. 3728 of 2015 before Hon’ble Supreme Court of India, Writ Petition (C) No. 5161 of 2014 and Writ Petition (C) No. 506 of 2016 before Hon’ble High Court of Delhi or any other matter in this subject.

(ccc) "**Technical Specifications**" shall mean the technical specifications set forth in Schedule III, Schedule IX and/or Schedule X, as the case may be, of the Interconnection Regulations to which DPO's STBs, CAS and SMS of DPO's Permitted Digital Distribution Platform must comply with.

(ddd) "**Territory**" shall mean such areas which are listed in Column B of sub-section 'b' of **Annexure A** attached to this Agreement.

(eee) "**Term**" shall mean the period specified in Clause 19(a) of this Agreement.

(fff) "**TDSAT**" shall mean Telecom Dispute Settlement and Appellate Tribunal, New Delhi.

(ggg) "**TPO**" shall have such meaning as is set forth in Clause 10(a) of this Agreement.

(hhh) "**TRAI**" shall mean the Telecom Regulatory Authority of India.

2. INTERPRETATION: In the interpretation of the Agreement, unless the context requires otherwise:

- (a) headings herein are used for convenience only and shall not affect the construction of this Agreement;
- (b) references to Annexure(s) are references to the annexure(s) to this Agreement;
- (c) reference to the singular includes reference to plural and vice versa;
- (d) reference to any gender includes a reference to all other genders;
- (e) reference to a "month" is calendar month;
- (f) reference to "writing" or "written" includes email (unless expressly provided otherwise), but excludes any form of communication sent using mobile text messaging services such as Short Messaging Service, WhatsApp chat, etc.
- (g) term "including" shall mean "including without limitation".

3. NON-EXCLUSIVE RIGHTS:

- (a) On the basis of the representations, warranties and undertakings given by DPO, and subject to DPO complying with all terms and conditions as set out in this Agreement, Broadcaster, hereby grants a non-exclusive, non-transferable, non-sublicensable right to DPO to receive signals of the Subscribed Channel(s) through Broadcaster's STB directly from designated satellites and retransmit signals of the Subscribed Channel(s) through DPO's Permitted Digital Distribution Platform to the Active Subscribers in the Territory (*either directly or indirectly through the DPO's affiliated LCO, as the case may be*) in a secured and encrypted manner during the Term (both to be done at DPO's sole cost and expense) in accordance with the terms and conditions as set out in this Agreement. DPO hereby accepts such grant of right and agrees and acknowledges to retransmit signals of the Subscribed Channel(s) to Active Subscribers through DPO's Permitted Digital Distribution Platform in the Territory (*either directly or indirectly through the DPO's affiliated LCO, as the case may be*) in a secured and encrypted manner during the Term (both to be done at DPO's sole cost and expense) in accordance with the terms and conditions as set out in this Agreement.
- (b) All rights not specifically and expressly granted to DPO under this Agreement are withheld and reserved hereunder by the Broadcaster. Without prejudice to the generality of the foregoing, Parties agree that rights granted to DPO excludes any/all right to retransmit Subscribed Channel(s) through any Digital Distribution Platform (other than the DPO's Permitted Digital Distribution Platform), analog/unencrypted retransmission, internet or OTT or mobile and/or for any non-linear viewing (e.g. any form of VOD, including but not limited to catch-up, sideloading, etc.); and/or time-shifting and/or casting / shuffle-casting and/or reception on any device other than television sets; and/or any form of exhibition to persons/entities who are not Subscribers; and/or retransmission using, any other technology now available or which may become available in future. DPO understands and agrees that mere possession of the Broadcaster's STB and/or access to signals of the Subscribed Channel(s) does not entitle DPO to receive and/or retransmit signals of the Subscribed Channel(s) and/or use the Broadcaster's STB in any other manner whatsoever. DPO shall not record, duplicate, transmit by any means or otherwise use the Subscribed Channel(s) other than as specifically set out in this Agreement.
- (c) Grant of the aforementioned rights is subject to DPO submitting to Broadcaster, a certified copy of a valid certificate of registration applicable to DPO's Permitted Digital Distribution Platform as laid down under the Cable Television Network (Regulation) Act of 1995, read with the Cable Television Network Rules, 1994 and/or any other Applicable Law as amended from time to time; and a copy of other statutory licenses/permissions, that may be required under the Applicable Laws, in connection with the ownership and operation by DPO of the Digital Addressable System/Permitted Digital Distribution Platform.

4. SUBSCRIPTION FEE & CALCULATION THEREOF:

- (a) For each month of the Term, or part thereof, DPO shall pay to the Broadcaster (*as fulfilment of its payment*

obligations under this Agreement towards Broadcaster) Subscription Fee in the manner set forth below:

- (i) If Channel(s) subscribed by DPO on a-la-carte basis are offered by DPO on a-la-carte basis only: If DPO subscribes the Channel(s) on a-la-carte basis only and offers such Channel(s) on a-la-carte basis only to its Active Subscribers, then Subscription Fee for each such Channel(s) for a particular month shall be the amount computed in the following manner, plus applicable taxes, levies and cess:

Subscription Fee = *A-la-carte RTA of the applicable Channel multiplied with the applicable Average Broadcaster's Subscriber Base of Broadcaster's Subscribers who have subscribed to such Channel on a-la-carte basis.*

- (ii) If Channel(s) subscribed by the DPO on a-la-carte basis are offered by DPO as part of Package(s) only: If DPO makes available the Channel(s) subscribed by the DPO on a-la-carte basis as part of Package(s) offered to Active Subscribers, then Subscription Fee for a particular month for each such Channel forming part of Package(s) shall be the amount as shall be computed in the following manner, plus applicable taxes, levies and cess:

Subscription Fee = *A-la-carte RTA of the applicable Channel multiplied with the applicable Average Active Subscriber Base of Package for the applicable Package(s).*

- (b) Broadcaster reserves the right to offer promotional scheme in terms of Applicable Laws by issuing a separate document pertaining to promotional scheme. During the promotional scheme period, if the Affiliate opts for such promotional scheme and complies with the terms and conditions therein, then the calculation of Subscription Fee shall be based on the terms and conditions as may be specified in the promotion scheme document (*as applicable to the Subscribed Channels*).

5. PAYMENT TERMS:

- (a) DPO shall provide to the Broadcaster the Subscriber Report for the applicable month, or part thereof, in the manner set forth in Clause 11 of this Agreement on or before the applicable Subscriber Report Due Date.
- (b) Broadcaster shall raise monthly invoices on DPO, towards Subscription Fee under this Agreement. Accordingly, the Broadcaster, shall raise monthly invoices towards Subscription Fee of a particular month, or part thereof (together with applicable taxes, levies and cess) post receipt of the Subscriber Report for such month, or part thereof, from DPO. In case DPO fails to send the Subscriber Report for the applicable month, within the applicable Subscriber Report Due Date, the Broadcaster shall have the right to raise a provisional invoice on DPO for the month for which the Subscriber Report has not been furnished by DPO. DPO agrees and acknowledges that the provisional invoice towards Subscription Fee shall be equivalent to the amount in the invoice raised on DPO towards Subscription Fee for the immediately preceding month along with a 10% increase to such amount. On receipt of the Subscriber Report for such month (*i.e., the month for which provisional invoice was raised*) from DPO, but no later than three (3) months from the Subscriber Report Due Date for such month (*i.e., the month for which provisional invoice was raised*), the Parties would conduct reconciliation between the provisional invoice raised by Broadcaster and the Subscriber Report for such month furnished by DPO. In event DPO fails to complete such reconciliation as set out herein above, it shall be deemed as breach of this Agreement and the Broadcaster shall have the liberty to terminate this Agreement and/or disconnect/deactivate signals of the Subscribed Channels in term of Clause 19 of this Agreement. This shall be without prejudice to any other rights which Broadcaster may have under the Applicable Law.
- (c) DPO shall be required to make payment of the applicable invoiced amount to following bank account only, unless intimated otherwise in writing by Broadcaster, towards discharge of its payment obligation of Subscription Fee within fifteen (15) days of receipt of such invoice from the Broadcaster ("**Payment Due Date**"). No cash payments shall be made by DPO towards any payments/dues whatsoever.

Bank Name	Deutsche Bank AG
Beneficiary Name	Bloomberg Television Production Services (India) Pvt. Ltd
Current Account Number	0548115-00-0
Branch Address	Deutsche Bank House, Hazarimal Somani Marg, Fort, Mumbai 400 001
MICR Code	400200002
IFSC Code	DEUT0784BBY

- (d) All fees payable to Broadcaster (*as fulfilment of its payment obligations under this Agreement*) under this Agreement are exclusive of any indirect taxes such as value added tax, goods and services tax, sales tax and other similar taxes. To the extent applicable, any such taxes will be separately stated on the invoices issued by Broadcaster unless a valid exemption certificate or other similar documentation is provided. To the extent DPO is required by law to withhold income tax on any payments to Broadcaster, DPO may deduct such withholding income taxes. DPO shall provide Broadcaster with a withholding income tax certificate substantiating the amount of income tax withheld and remitted by DPO to the relevant income tax authority.
- (e) DPO shall promptly notify the Broadcaster in case DPO does not receive the applicable invoice on or before fifteenth (15th) day of the applicable month. The invoice shall be deemed to be delivered to DPO if no such notification is received from DPO.
- (f) If any discrepancy(ies) is observed by DPO in the invoice, then the same shall be notified by DPO to the Broadcaster, within seven (7) days from the date of receipt of such invoice. In the event DPO fails to notify any discrepancy(ies) in the invoice within the referred timeline, then such invoice shall be deemed to have been accepted by DPO and DPO shall be liable to make payment towards the invoiced amount on or before the Payment Due Date without any demur.
- (g) In the event DPO has raised any issue pertaining to calculation of Subscription Fee, commercial terms, etc. under this Agreement, Affiliate shall continue to make the payment of Subscription Fee in terms of invoice(s) raised by the Broadcaster, till such time the dispute is resolved. Applicable adjustment shall be made on final resolution of the issues raised by DPO.
- (h) Failure of DPO to make payment of Subscription Fee by the applicable Payment Due Date shall attract interest at the rate of eighteen percent (18%) per annum, plus applicable taxes, levies and cess. Imposition and collection of interest on late payments does not constitute a waiver by Broadcaster of DPO's obligation to make applicable payment(s) by the applicable Payment Due Date, and Broadcaster shall retain all other rights and remedies available to Broadcaster under the Agreement and/or Applicable Laws.
- (i) For the sake of clarity, if under applicable Indian tax laws, any payments under this Agreement by DPO to Broadcaster, are subject to deduction of withholding taxes, then DPO shall (i) deduct/withhold the applicable withholding tax amount in the name of the Broadcaster whose PAN number is AACCB8762D, (ii) remit/deposit such deducted withholding tax amount to the applicable Indian tax authority in the name of Broadcaster within the due dates prescribed under the applicable Indian tax law and (iii) within the applicable statutory period, as per the applicable Indian tax law, deliver all documents to the Broadcaster evidencing such statutory deductions. Failure of DPO to provide the required documents evidencing remittance/deposit of deducted withholding tax to applicable tax authorities within the stipulated period prescribed by such authorities, shall be deemed as non-payment of Subscription Fee in terms of this Agreement.
- (j) Except for deducting applicable withholding tax in terms of Clause 5(i) of this Agreement, DPO shall have no right to withhold or claim adjustment/set off Subscription Fee under this Agreement for any reason whatsoever (including but not limited to by virtue of any alleged loss of Subscriber, counterclaim against Broadcaster or otherwise, or claims under any other agreement, etc.).
- (k) At the time of making payment, DPO should specify the invoice number against which such payment is being made by DPO, failing which, the Broadcaster shall be entitled to allocate the payment received from DPO on First-In-First-Out (FIFO) basis and DPO shall accept such allocation without any demur.
- (l) For all payments by DPO under this Agreement, DPO shall intimate its Goods & Services Tax payer Identification Number ("**GSTIN**") and details of invoices against which such payments is/are being made by DPO to Broadcaster.
- (m) Post allocation of payment by Broadcaster against the invoices and GSTIN on advice of DPO, no subsequent changes to the allocation against invoices and GSTIN shall be made, and even if made, shall not be entertained. If DPO fails to provide the GSTIN then Broadcaster shall be entitled to allocate such payment in full or in part to such GSTIN(s) of DPO as Broadcaster may deem fit. The Parties agree that the GSTIN(s) allocated for the payment in accordance with this Clause shall be final and shall not be changed under any circumstances post allocation and/or raising of invoice.
- (n) DPO agrees and acknowledges that Broadcaster shall not be liable for any allowance or disallowance of input tax credit by the applicable tax authorities to DPO basis the payment made under this Agreement, including reasons attributable to non-provision of the correct Goods and Service Tax (GST) details by DPO.
- (o) If any proceedings are initiated under GST laws, each Party agrees that it shall reasonably co-operate with the other Party and shall provide all the information as may be reasonably required for such proceedings.

- (p) Non-registration by the DPO under the GST Laws or suspension or cancellation of such registration does not preclude Broadcaster from charging applicable GST under this Agreement and DPO shall be liable to pay such GST, regardless of its status of GST registration.

6. NEW CHANNEL AND REMOVED CHANNEL:

- (a) Broadcaster may launch a new satellite television channel(s) (i.e. television channel(s) of Broadcaster and/or Broadcaster's subsidiary/group companies that may be launched and distributed by applicable broadcaster during the Term post execution date of this Agreement ("**New Channel(s)**"). Upon launch of a New Channel, Broadcaster will publish the relevant information about the New Channel on its website as per the Applicable Laws. If DPO is desirous of re-transmitting signals of such New Channel, then Parties shall execute necessary paperwork/document, as shall be required by Broadcaster and such paperwork/document shall be deemed as part and parcel of this Agreement upon its execution by all Parties.
- (b) Broadcaster reserves the right at any time during the Term to suspend and/or discontinue the Channel on account of Broadcaster ceasing to retransmit the Channel(s) in India due to any reason ("**Removed Channel**"). With regard to removal of the Removed Channel(s), Broadcaster shall publish the information pertaining to the same on its website and this Agreement shall stand automatically terminated.

7. RELATIVE POSITIONING / LOGICAL CHANNEL NUMBERING ("LCN") / ELECTRONIC PROGRAMMING GUIDE ("EPG"):

- (a) DPO agrees and undertakes to Broadcaster that while determining the relative positioning of the Subscribed Channel(s) and their LCN positioning/displaying on the EPG of DPO's Permitted Digital Distribution Platform. DPO shall ensure that LCN positioning of all television channels of same language within the same genre/sub-genre shall appear together consecutively in the EPG of DPO's Permitted Digital Distribution Platform and one channel shall appear at only one place on the EPG.
- (b) Each Subscribed Channel and its programming schedule shall be prominently featured in the order of their LCN on the EPG of DPO's Permitted Digital Distribution Platform. In EPG of the DPO, MRP of channel(s) with Indian rupee sign '₹' shall be indicated against each channel.
- (c) DPO hereby undertakes that LCN once assigned to a Subscribed Channel(s) shall not be changed by DPO for a period of at least one (1) year from the date of such assignment of LCN, unless the Broadcaster changes the genre of the Subscribed Channel(s) and Broadcaster informs DPO about such change in writing, in which case, the Subscribed Channel(s) shall be then placed by DPO at such LCN which is as per the new genre of the Subscribed Channel(s).

8. INCENTIVE PLAN:

- (a) Broadcaster is presently offering the one (1) Incentive Plan, which is detailed in **Annexure D: Incentive Plan on a-la-carte MRP of the Channel**. The above-mentioned Incentive Plan is governed by the conditions detailed in the applicable Annexure and are mutually exclusive.
- (b) Subject to DPO: (i) mandatorily complying in full with the respective compliances set forth for the chosen Incentive Plan; and (ii) furnishing Entitlement Reports to the Broadcaster at syuen75@bloomberg.net, btvreturns@bloomberg.net and cablebilling@bloomberg.net; DPO shall be entitled to receive applicable incentive(s) under the chosen Incentive Plan.
- (c) If DPO has opted for Incentive Plan, then the same shall remain applicable for the Term, unless agreed otherwise in writing between the Parties and computation of applicable incentive shall be subject to the applicable terms and conditions of the applicable Incentive Plan.
- (d) If DPO has opted for Incentive Plan, then within 7 days from the end of each applicable month, DPO shall submit the Entitlement Report to Broadcaster. If upon evaluation of the Entitlement Report, Broadcaster determines that DPO has become eligible for obtaining the applicable incentive, then Broadcaster shall inform DPO in writing (emails permitted) the applicable incentive value for which DPO shall need to raise invoice on the Broadcaster ("**Eligible Incentive Value**"). Within 3 days of DPO's receipt of the written communication from Broadcaster, DPO shall raise tax compliant and duly signed invoice on Broadcaster for the Eligible Incentive Value.
- (e) The Eligible Incentive Value payable by Broadcaster to DPO shall be exclusive of applicable GST, levies and cess.
- (f) DPO shall raise invoices against the tax registration number provided by Broadcaster. Such invoices should contain all applicable details of DPO in terms of GST laws, e.g., GST registration number, State name, State code, Harmonized System

of Nomenclature (HSN) code, classification/category of service, etc.

- (g) DPO shall raise invoices, debit notes, credit notes and/or any other document required under GST laws which meet all requirements and conditions stipulated under GST laws to allow Broadcaster to obtain any available input tax relief/credit.
- (h) DPO agrees that if any creditable taxes such as SGST, CGST, IGST, UTGST etc. are paid by Broadcaster to DPO but are not allowed as credit to Broadcaster, then the same shall be recoverable by the Broadcaster from DPO along with interest and penalties.
- (i) If DPO has inadvertently/incorrectly over-charged any tax / incentive to Broadcaster under any invoice for Eligible Incentive Value and such invoice has been paid by Broadcaster along with the over-charged tax, then DPO shall reimburse such amount to Broadcaster as shall be equivalent to the over-charged tax / incentive amount.
- (j) In case any amount payable by DPO to any statutory authority becomes payable by Broadcaster, on account of non-payment by DPO, then Broadcaster shall be entitled to recover the applicable amount from DPO. Similarly, if any demand of tax, interest, penalty, fine or any other cost is imposed on Broadcaster, by any statutory authority on account of non-submission/inadequate/incorrect submission or misdeclaration or misrepresentation or concealment or error or omission on the part of DPO to such statutory authority, then the same shall be recoverable by Broadcaster from DPO.
- (k) DPO agrees and acknowledges that in case DPO is backlisted on GST portal or DPO's compliance rating falls below the prescribed limit, then Broadcaster shall have the right to retain the GST component from payments required to be made by Broadcaster towards the Eligible Incentive Value to DPO till the corresponding input tax credit has become available in Form GSTR-2B of Broadcaster, in the GST system and any such retention shall not be construed to be in violation of any provisions of this Agreement.
- (l) DPO agrees that if the applicable Eligible Incentive Value is required to be revised/reduced for reasons set forth in the Agreement, then DPO shall be responsible to issue debit note, credit note or supplementary invoice (along with applicable GST) to Broadcaster within prescribed times lines as per GST laws.
- (m) Eligible Incentive Value payable by Broadcaster shall be subject to deduction of applicable withholding tax as prescribed under applicable Indian tax laws.
- (n) DPO understands and agrees that evaluation and payment of Eligible Incentive Value Broadcaster is completely dependent upon submission of Entitlement Report by the DPO. Accordingly, if DPO fails to submit the Entitlement Report for any month, then DPO shall not be entitled for the incentive for that month. DPO hereby specifically undertakes that DPO's eligibility or failure to avail incentive under the opted Incentive Plan shall have no bearing on DPO's liability to pay the Subscription Fee under this Agreement calculated in terms of Clause 4(a) of this Agreement.

9. CONSEQUENCE OF DPO'S BREACH OF APPLICABLE TERMS AND CONDITIONS FOR OBTAINING INCENTIVE(S) UNDER THE APPLICABLE INCENTIVE PLAN(S):

If it comes to the notice of Broadcaster that DPO has obtained incentive(s) despite of it not being eligible for the same, then Broadcaster shall have the right to raise a debit note on DPO for such amount as shall be equivalent to the amount of Eligible Incentive Value that was Paid by broadcaster to DPO in terms of invoice raised by DPO for the chosen Incentive Plan(s) for the relevant month(s) of breach, along with applicable interest.

10. MERGER/ACQUISITION:

- (a) If DPO merges with, acquires, takes over a third-party operator operating a Digital Addressable System in the Territory ("TPO"), then DPO shall take written approval from Broadcaster prior to DPO commencing retransmission of signals of the Subscribed Channel(s) on the Digital Addressable System of the TPO. Further, signals of the Subscribed Channel(s) shall be retransmitted to the Subscribers of such TPO's Digital Addressable System upon DPO or the merged entity forming out of such merger/acquisition/take over ("**Merged Entity**") entering into an agreement with Broadcaster for retransmission of signals of the Subscribed Channel(s) to such Subscribers. For the sake of clarity, DPO shall continue to pay the Subscription Fee under this Agreement in the manner contemplated herein.
- (b) DPO shall not, without prior written consent of Broadcaster, connect or make available signals of Subscribed Channel(s) through DPO's Permitted Digital Distribution Platform to any such other DPO(s) who is or was availing signal of the Channel(s) and has outstanding dues payable to Broadcaster. If DPO fails to obtain such prior written consent from and connect or make available signals of Subscribed Channel(s) through DPO's Permitted Digital Distribution Platform to such other DPO(s), then DPO shall become solely liable to clear all the outstanding dues (including interest) payable by such

other DPO to Broadcaster.

- (c) This Agreement does not cover retransmission of Subscribed Channel(s) to any new digital distribution platform for which license for operation is obtained by DPO from the applicable statutory authority, either independently or jointly with any other entity (“**New Digital Distribution Platform Service**”). If DPO is desirous of retransmission of signals of the Subscribed Channel(s) to such New Digital Distribution Platform Service, DPO shall provide 60 (sixty) days’ prior written notice to Broadcaster and provision of signals of the Subscribed Channel(s) to the New Digital Distribution Platform Service by the Broadcaster shall be subject to Applicable Laws. The commercial terms for retransmission to such New Digital Distribution Platform Service shall be in addition to Subscription Fee currently payable by DPO in terms of this Agreement.

11. **SUBSCRIBER REPORTS:**

- (a) DPO shall maintain at its own expense a SMS which should be fully integrated with the CAS.
- (b) For each month of the Term, or part thereof, DPO shall mandatorily provide to the Broadcaster the duly complete and accurate Subscriber Report for each headend/installation address or earth station (as the case may be) and each State/Union Territory within the Territory, in such format as is set forth in **Annexure H** attached to this Agreement, within seven (7) days from the end of such month (“**Subscriber Report Due Date**”). The Subscriber Report for every month shall also be submitted by the DPO in the prescribed format via email to syuen75@bloomberg.net, btvreturns@bloomberg.net, and cablebilling@bloomberg.net on or before the Subscriber Report Due Date. DPO acknowledges and agrees that Broadcaster may seek such further / other information as may be reasonably required inter alia to monitor DPO’s compliance with stipulations of this Agreement including such other information as may reasonably required by the Broadcaster for billing purposes if applicable. Such information may relate to furnishing of additional city/area wise reports.
- (c) Each Subscriber Report shall be signed and attested by an officer of DPO of a rank not less than Head of Department/Chief Financial Officer who shall certify that all information in the Subscriber Report is true and correct. Acceptance of Subscriber Report and payments shall not be deemed an acceptance of the accuracy of such reports or sufficiency of payment.
- (d) Within seven (7) days from the date of signing of the Agreement, DPO shall provide to Broadcaster and if required by the Broadcaster, the duly complete and accurate data pertaining to (i) monthly per subscriber distributor retail price (DRP) (excluding taxes) of each of the Subscribed Channel(s) offered by DPO; and (ii) composition of each Package offered by DPO which comprises of any of the Subscribed Channel(s), along with the monthly per subscriber DRP (excluding taxes) of such Package. In case DPO intends to make any change in the information furnished by DPO in term of this Clause, then any/all such change(s) shall be communicated by DPO in writing to the Broadcaster within seven (7) days of DPO implementing such change.
- (e) DPO shall maintain throughout the Term and for twelve (12) months thereafter true, complete and accurate books and records to enable Broadcaster to verify and ascertain (i) the veracity of the Subscriber Reports supplied by DPO pursuant to this Clause and (ii) DPO’s compliance with its anti-piracy obligations as set out in this Agreement.

12. **AUDIT:**

- (a) DPO shall conduct audit of all its SMS, CAS and other related systems / digital equipment, deployed / installed by DPO at each head-end across various locations (*if applicable*), by an auditor from amongst the empaneled auditors appointed by TRAI in this regard, once during each calendar year of the Term, to verify that the monthly Subscriber Reports / Entitlement Reports provided by DPO to Broadcaster are complete, true and correct and issue an audit report to this effect to Broadcaster.
- (b) DPO agrees and acknowledges that if audit reveals any variation in the number of Broadcaster’s Subscribers/Average Broadcaster’s Subscriber Base reported by DPO to Broadcaster and/or incorrect data reported under the Entitlement Report, then in such an event, DPO agrees to pay to Broadcaster an amount equivalent to the short-payment made by DPO towards Subscription Fee and/or such amount as shall be equivalent to the amount of Eligible Incentive Value that was received by DPO from the Broadcaster, as applicable. DPO shall pay the applicable short-payment amount and/or fraudulently obtained Eligible Incentive Value, along with interest computed at the rate of eighteen percent (18%) per annum, plus applicable taxes, levies and cess, within ten (10) days of receiving notice of shortfall and/or debit note from Broadcaster.
- (c) In the event Broadcaster is not satisfied with the audit report provided by DPO in terms of Clause 12(a) above or if in the opinion of Broadcaster the Permitted Digital Distribution Platform of DPO does not meet requirement(s) specified under Schedule III, Schedule IX and/or Schedule X (as the case may be) of the Interconnection Regulations, Broadcaster after

communicating the reasons in writing to the DPO, may conduct audit of the SMS, CAS and other related systems of DPO's Permitted Digital Distribution Platform by an auditor accompanied by representatives of Broadcaster to verify the information contained in Subscriber Reports / Entitlement Reports provided by DPO to Broadcaster in terms of this Agreement. The broad scope of such audit is set out in Annexure J.

- (d) DPO shall confirm audit commencement date within five (5) days of receipt of written communication pertaining to audit from Broadcaster in such a manner that the audit exercise shall commence within fifteen (15) days from the date of such communication from Broadcaster to the DPO. In the event DPO fails to facilitate conducting the audit exercise within the aforementioned timelines then, without limiting any other remedy available under Applicable Laws, Broadcaster shall have the right to disconnect signals of the Subscribed Channels received by the DPO by giving three weeks' notice.
- (e) DPO agrees and acknowledges that if audit conducted in terms of Clause 12(c) of this Agreement reveals that any additional amount is payable to Broadcaster, DPO shall pay such additional amount, along with interest computed at the rate of eighteen percent (18%) per annum, plus applicable taxes, levies and cess, within ten (10) days of successful completion of audit. For the sake of clarity, if such amount (including the computed interest component) exceeds the amount computed basis the Subscriber Report provided by DPO to Broadcaster by 2% (two percent) or more, and/or if it is determined that DPO has fraudulently obtained incentive by furnishing incorrect Entitlement Reports(s), then DPO shall additionally bear the audit expenses, and take necessary actions to avoid occurrence of such errors in the future.
- (f) DPO agrees and acknowledges that if such audit reveals that DPO's Permitted Digital Distribution Platform does not meet requirements specified under Schedule III of Interconnection Regulations, then Broadcaster may disconnect signals of the Subscribed Channels to DPO after giving 3 (three) weeks' written notice to DPO.
- (g) DPO agrees that if during the audit exercise it is revealed that the DPO has not informed the Broadcaster, about any change/ replacement of his existing SMS / CAS system of the DPO or in case where the DPO has deployed and is utilizing one or more SMS / CAS systems which were not been disclosed by DPO to Broadcaster at the time of such additional SMS / CAS system(s) deployment or at the time of execution of the Agreement, as applicable, then Broadcaster shall have the right to terminate this Agreement and/or disconnect/deactivate signals of the Subscribed Channels, and such right of the Broadcaster shall be in addition to any other remedy available under Applicable Laws.
- (h) DPO agrees to maintain accurate, complete and up to date records pertaining to subscriber details, details of the location (city/State) of every DPO's STB, smart card, records and accounts of billings including historical billing data, type of subscribers, sub licenses, correct conditional access log, SMS data, duly executed agreements with subscribers, application forms filed by subscribers, receipt books regarding payments from the subscribers, books of accounts and records reflecting all transactions relating to retransmission of channels and authorizations of DPO's STB / CPE, in particular, the name, complete address, billing and payment details of all subscribers ("**Subscriber Records**"). DPO further agrees to ensure that its SMS and billing software allows for monitoring and printing historical data relating to subscriber activation and/or deactivation, going back to at least 2 (two) consecutive preceding years at any point of time.
- (i) DPO shall remain the sole owner and holder of all customer databases compiled by DPO under the Agreement.
- (j) DPO shall maintain at its own expense a SMS capable of, at a minimum:
 - (i) maintaining a computerized customer database capable of recording adequate details of each Active Subscriber, including name, address (with city and State), chosen method of payment and billing;
 - (ii) administering subscriptions of Active Subscribers by producing and distributing contracts for new Subscribers and setting up and maintaining an infrastructure whereby Subscriber contracts are collected and recorded in the SMS database for ongoing administration;
 - (iii) handling all ongoing administrative functions in relation to Active Subscribers, including, without limitation, billing and collection of subscription payments, credit control, sales enquiries and handling of complaints;
 - (iv) administering payments of any commission fees from time to time payable to DPO's authorized agents for the sale to Subscribers of programming packages;
 - (v) obtaining and distributing receivers and smartcards, if applicable, to Active Subscribers, and issue replacement smartcards from time to time in its discretion; and
 - (vi) enable new Subscribers via the SMS over-the-air addressing system and disable defaulting Active Subscribers from time to time in its discretion.
- (k) DPO shall provide full cooperation to the auditors in order to carry out the audit including but not limited to granting necessary access required to DPO's facilities and systems including but not limited to headend, SMS, CAS, IT systems, for successful audit and shall also provide documents as may be required by the auditors for successful audit. DPO shall have no objection to auditors carrying/using their own equipment's, systems including but not limited to laptop, software & hardware for conducting such audit and shall be provided with free ingress and egress from the premises where in such audit is conducted. DPO shall not refuse, oppose, or defeat data retrieval, data storage, or data analysis by the auditors at

any stage during the audit. The auditor shall own and possess all working data. Further, the auditor shall be free to decide and devise the methodology and the manner for conducting the audit.

- (l) If a breach of this Agreement is observed/discovered during the audit exercise, then in addition to the provision of this Clause 12, the auditors shall also have a right to take printouts, photocopies and computer copies of the Subscriber Records, or any portion thereof, as may be required to provide evidence of such breach/inconsistency, and to take such documents out of the premises of DPO without DPO raising any objections to auditor carrying such documents with the auditors.

13. BROADCASTER'S STB AS PROVIDED TO DPO:

- (a) Broadcaster shall at the request of DPO supply or cause to be supplied the Broadcaster's STBs to the DPO or has already supplied such Broadcaster's STBs directly or through suppliers nominated by it. The Broadcaster's STBs shall, at all times, remain the sole and exclusive property of the Broadcaster.
- (b) In the event the DPO ceases to operate its Permitted Digital Distribution Platform, the Broadcaster's STBs shall be returned to the Broadcaster. In case the Broadcaster's STBs are damaged due to negligence of the DPO, the Broadcaster shall recover the actual repair cost from the DPO and in the event the Broadcaster's STBs are beyond repair, the DPO shall be liable to pay to the Broadcaster the cost of such Broadcaster's STBs as on the date it was supplied to the DPO.
- (c) DPO shall install the Broadcaster's STBs at such installation address(es)/headend address(es) as is/are set forth in **Annexure F** attached to this Agreement. The DPO agrees and understands that if the DPO has more than one installation address for its Permitted Digital Distribution Platform, then DPO shall clearly specify each such installation address in a separate annexure (*to be marked as Annexure F1, F2 and so on and so forth*) in such format as is set forth in **Annexure F** and also provide Broadcaster's STBs details for each such installation address.
- (d) In order to take back possession of the Broadcaster's STBs from DPO, DPO shall ensure that the personnel/ representative of the Broadcaster is allowed free and unobstructed access to the premises of DPO where the Broadcaster's STBs are installed, and DPO shall not interfere with such procedure.
- (e) The DPO undertakes not to pledge, charge, encumber or in any way part with the possession of the Broadcaster's STBs without prior written permission of Broadcaster. Further, the DPO undertakes not to remove or shift or allow removing or shifting of the Broadcaster's STBs from the headend/installation address detailed in **Annexure F** and sub-Annexures thereto (*if applicable*) attached to this Agreement or allows anybody else to do the same, without prior written permission of the Broadcaster and shall indemnify Broadcaster against any damage, destruction, theft or loss of the Broadcaster's STBs.
- (f) DPO shall not, and ensure that any third party do not, under any circumstances, reverse engineer, tamper, decompile or disassemble Broadcaster's STBs or reproduce or allow the reproduction of any of the Broadcaster's STBs or the technology included in them. DPO shall ensure that it uses the Broadcaster's STBs only in accordance with the Agreement at the installation address provided and shall not sell, exchange, transfer or tamper them in any manner whatsoever. DPO shall not move Broadcaster's STBs to some other address without prior written permission of Broadcaster on a case to case basis.

14. OBLIGATIONS OF DPO:

- (a) DPO shall, at its own cost and expense, receive the Subscribed Channels from designated satellites and retransmit the Subscribed Channels through its Permitted Digital Distribution Platform (*either directly or indirectly through the DPO's affiliated LCO, as the case may be*) to the Broadcaster's Subscribers in the Territory.
- (b) Irrespective of DPO's collection of its invoiced monthly amounts from the Broadcaster's Subscribers in a timely manner, the DPO shall pay the Subscription Fee to the Broadcaster within the Payment Due Date prescribed in this Agreement.
- (c) Subject to technical and operational feasibility, DPO or its affiliate LCO, as the case may be, shall provide the Subscribed Channels, on non-discriminatory basis, to every Subscriber/Active Subscriber making a request for the Subscribed Channel(s), within a period of seven (7) days from the date of receipt of such request by the DPO.
- (d) DPO shall, in a non-discriminatory manner, ensure retransmission of such high-quality encrypted signals of the Subscribed Channels through DPO's Permitted Digital Distribution Platform to the Broadcaster's Subscribers as are equal to signal quality of other channels retransmitted through DPO's Permitted Digital Distribution Platform to all Active Subscribers. In any event, signal retransmission quality of the DPO's Permitted Digital Distribution Platform shall be at par with the

then prevailing industry standards.

- (e) DPO shall take all necessary action to prevent unauthorized access of the Subscribed Channels through its Permitted Digital Distribution Platform and shall regularly provide to the Broadcaster, updated piracy reports.
- (f) DPO shall ensure that none of the Subscribed Channels shall be disadvantaged or otherwise treated less favorably by DPO with respect to channels of other broadcasters on a genre basis.
- (g) DPO shall obtain from the Broadcaster and/or the appointed agencies (*as informed by Broadcaster to DPO from time to time*), the EPG/FPCs for the Subscribed Channels and the DPO shall ensure that such EPG/FPCs are displayed on the EPG of DPO's Permitted Digital Distribution Platform at all times during the Term.
- (h) DPO agrees to provide to Broadcaster all required details in terms of the Customer Information Update Form, as is set forth in **Annexure O** of this Agreement.
- (i) DPO agrees to abide by the applicable GST laws, rules and procedures and indemnifies Broadcaster from any claims and/or liabilities that may arise on account of DPO's violation of the applicable GST laws.
- (j) DPO shall be responsible to reverse input tax credit claimed/availed on such invoices for which a credit note is issued by Broadcaster due to any change in the Subscription Fee.
- (k) Prior to the DPO discontinuing retransmission of any Channel(s) because of such Channel(s)' subscriber base being less than 5% of the monthly average active subscriber base of DPO's Permitted Digital Distribution Platform in the target market, the DPO shall provide fifteen (15) days' prior intimation to Broadcaster along with all such supporting data which evidences DPO's claim of the Channel(s)'s lower subscriber base.
- (l) DPO shall be solely responsible for dealings with Subscribers and shall be liable for any claims, actions, demands or proceedings by Subscribers arising out of the actions or omissions of DPO. Nothing in this Agreement or the contract(s) executed between Subscriber and DPO or the DPO's LCOs (if applicable) shall entitle the Subscribers to receive the Subscribed Channel(s) from Broadcaster or create any direct relationship between the Subscribers and Broadcaster.
- (m) If DPO is desirous of extending its operation beyond the Territory ("**Additional Territory**"), DPO shall give at least thirty (30) days prior written notice to Broadcaster specifying the name of city and corresponding state/union territory of Additional Territory ("**Territory Extension Notice**") and such extension to the Additional Territory shall be subject to compliance of procedure set out under Applicable Laws and/or the terms of this Agreement. If Broadcaster objects to DPO's operation in Additional Territory within 30 days of receipt of the Territory Extension Notice, the DPO shall not re-transmit signals of the Subscribed Channels beyond the Territory. If the DPO re-transmits signals of the Subscribed Channels in the Additional Territory in contravention of this provision, then the same shall tantamount to Piracy of Channel(s) of Broadcaster.
- (n) DPO shall not place any of the Channel(s) in a disadvantageous position or otherwise treat any of the Channel(s) less favourably or in a discriminatory manner with respect to any potential or actual competitors in any manner pertaining to the distribution of the Channel.

15. **ANTI-PIRACY:**

- (a) In order to prevent theft, piracy, unauthorized retransmissions, redistribution or exhibition, copying or duplication of any of the Subscribed Channels, in whole or in part ("**Piracy**"), the DPO shall, prior to the commencement of the Term and at all times during the Term, employ, maintain, and enforce fully effective conditional access delivery and content protection and security systems, and related physical security and operational procedures (hereinafter collectively referred to as the "**Security Systems**") & security specifications as are set forth in **Annexure K** and/or may be specified, in a non-discriminatory manner in writing, from time to time, by the Broadcaster. Subject to the terms and conditions of the Interconnection Regulations, DPO granting access to the Subscribed Channels to its Active Subscribers outside/beyond the Territory through the DPO's Permitted Digital Distribution Platform shall tantamount to the DPO allowing unauthorized access to the Subscribed Channel(s). With an aim to ensure that Subscribed Channel(s) are not distributed in an unauthorized manner, DPO shall ensure all LCN(s) are integrated with CAS and SMS and that no frequency and/or LCN(s) of the DPO's Permitted Digital Distribution Platform are kept free/left for any other use (including use by LCOs). Additionally, if it comes to the Broadcaster's knowledge (directly or through the Authorized Agent) that any Subscribed Channel(s) is being retransmitted through DPO's Permitted Digital Distribution Platform (directly or through an affiliated LCO(s) of the DPO) in the Territory on more than one (1) LCN, then the same shall be deemed to be a breach of this Agreement.

- (b) DPO shall provide on a month-on-month basis comprehensive details of all incidents of piracy and signal theft involving its network, the names of perpetrators involved in such incidents, and any actions, including but not limited to the filing of police reports and lawsuits, taken against such perpetrators since the prior Subscriber Report.
- (c) DPO shall deploy finger printing mechanisms (both overt and covert) to detect any Piracy, violation of copyright and unauthorized viewing of the Subscribed Channels distributed / transmitted through its Permitted Digital Distribution Platform at least every 10 minutes on 24 x 7 x 365(6) basis.
- (d) The DPO shall not authorize, cause or suffer any portion of any of the Subscribed Channel(s) to be recorded, duplicated, cablecast, exhibited or otherwise used for any purpose other than for distribution by the DPO in the manner set forth in this Agreement at the time the Subscribed Channel(s) are made available. If the DPO becomes aware that any unauthorized third party is recording, duplicating, cablecasting, exhibiting or otherwise using any or all of the Subscribed Channels for any purpose, the DPO shall within ten (10) minutes of so becoming aware notify the Broadcaster and the DPO shall also forthwith deactivate the concerned DPO's STB to prevent such unauthorized use.
- (e) If so instructed by Information (as defined below) by the Broadcaster, the DPO shall deactivate or de-authorize the transmission to any unauthorized Subscriber/Active Subscriber indulging in Piracy, within 10 minutes from the time it receives such Information from the Broadcaster. Any communication under this Clause shall be considered as valid Information only if (i) the information is sent through email and (ii) the information is sent by a person(s) who is designated to send such information. However, the Information may even be provided by the Broadcaster through other means of communications such as telephonic message, fax etc. and the said Information shall later be confirmed by the Broadcaster through email and the DPO shall be under obligation to act upon such information.
- (f) The DPO shall, at its own expense, take all necessary steps to comply with obligations set forth in **Annexure K**. DPO shall provide all such assistance to the Broadcaster, with respect to the Subscribed Channel(s), as may be reasonably required by the Broadcaster with respect to prevention of Piracy of the Subscribed Channel(s) in the Territory.

16. REPRESENTATION BY ALL PARTIES:

- (a) The Broadcaster represents to the DPO that it has the requisite powers and authority to enter into the Agreement, and to fully perform its obligations hereunder. Similarly, the DPO represents to the Broadcaster that it has requisite power and authority to enter into the Agreement and to fully perform its obligations hereunder.
- (b) Each Party represents to the other Party that by executing this Agreement, the representing Party is not in breach of any provision(s) contained in any other agreement executed by such Party.
- (c) All Parties shall comply with the Applicable Laws (*including DPO's compliance with the provisions of The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017*). Each Party hereby represents, warrants, undertakes to the other Party and agrees that in performing its obligations or exercising its rights etc. under this Agreement, each Party and its respective employees shall not pay, offer or promise to pay or authorize the payment directly or indirectly of, any monies or anything of value to any government official or employee or any political party or any candidate for political office or employee of a private party for the purpose of influencing any act or decision of the government official or employee, political party or candidate in order to obtain or retain business or to direct business to any person and shall conduct themselves and all transactions under this Agreement and/or any transaction relating to the business contemplated herein in a manner consistent with and in compliance of Prevention of Corruption Act, 1988, Bharatiya Nyaya Sanhita, 2023 including all applicable Indian laws.

17. REPRESENTATIONS AND WARRANTIES OF THE BROADCASTER: Broadcaster represents, warrants and undertakes to DPO that as on date of this Agreement:

- (a) the Channels are registered in India with MIB and with any other authority as required under Applicable Laws;
- (b) the distribution of the Channels is permitted in India and no court or tribunal or any other authority has passed an order forbidding the distribution of the Channels in India.

18. REPRESENTATIONS, WARRANTIES & UNDERTAKINGS OF DPO: The DPO represents, warrants and undertakes to the Broadcaster that:

- (a) DPO has a valid and subsisting license from the applicable statutory authority which permits the DPO to operate its

Permitted Digital Distribution Platform and will keep such license valid and subsisting during the Term and provide a copy of the same to the Broadcaster, as and when called upon to do so by the Broadcaster.

- (b) As and when demanded by the Broadcaster the DPO shall provide the following:
 - (i) CAS declaration from the Conditional access vendor (CAS declaration form enclosed as **Annexure L**); and
 - (ii) SMS declaration from the SMS vendor (SMS declaration form enclosed as **Annexure M**).
- (c) The DPO's STBs, CAS and SMS shall comply with the Technical Specifications and DPO agrees that the DPO's STBs, and their installed CAS microchip, used by the Subscribers shall prohibit use of digital outputs as set out in, Schedule III, Schedule IX and/or Schedule X, as the case may be, of the Interconnection Regulations.
- (d) In event the DPO intends to cause any type of change / alteration / modification to the configuration or the version of the DPO's Permitted Digital Distribution Platform after issuance of the audit report by auditor, DPO shall provide an advance intimation of 30 (thirty) days to Broadcaster prior to effectuating any such change / alteration / modification in a format as may be prescribed by the Broadcaster from time to time. Upon effectuating any aforementioned / alteration / modification to DPO's Permitted Digital Distribution Platform, Broadcaster shall be entitled to conduct an additional audit of the duly changed / altered / modified DPO's Permitted Digital Distribution Platform as per the provisions of Clause 12 of this Agreement.
- (e) The DPO shall not retransmit the Subscribed Channels nor shall it activate the DPO's STB of any Active Subscriber without obtaining a duly filled in subscriber application form from such Active Subscriber as per the requirements prescribed under the applicable regulations / law. DPO further represents that the details of Active Subscribers as per the subscriber application form shall be promptly recorded in SMS of DPO.
- (f) In the event the DPO has chosen to obtain incentives in terms of any of the Incentive Plan(s), then the DPO represents that the DPO shall also provide the Entitlement Reports for such month of the Term within such timeline as is set forth in the Agreement.
- (g) The DPO shall provide the Subscriber Reports and pay Subscription Fee, together with applicable taxes, within the specified timelines.
- (h) DPO understands and acknowledges that Broadcaster shall have the right to set-off any Eligible Incentive Value against any outstanding subscription fee due and payable by DPO under this Agreement.
- (i) The DPO shall make available to the Broadcaster, every month, logs containing channel wise history of all the activations and de-activations of all the DPO's STBs / viewing cards / smart cards for each month from the CAS and SMS logs / databases. These logs / reports, in electronic form, must be verified and authenticated by the DPO's personnel of a rank not less than that of Chief Technical Officer / Chief Operating Officer / Head of Department.
- (j) The DPO shall ensure that no activations or deactivations shall be performed or initiated directly in the CA system. All such actions must be routed through SMS only.
- (k) The DPO shall provide the Broadcaster for anti-piracy monitoring of every Subscribed Channel / Package distributed/retransmitted by the DPO's Permitted Digital Distribution Platform, 10 (ten) DPO's STBs for which the Broadcaster shall pay applicable charges.
- (l) The DPO shall provide all contributory language feeds of Subscribed Channel(s) to Active Subscribers as and when such contributory language feed for Subscribed Channel(s) is made available by Broadcaster.
- (m) The DPO shall not distribute the Subscribed Channels to any commercial subscribers.
- (n) All applicable Execution Requirements, as listed in **Annexure N** of this Agreement, provided by DPO to the Broadcaster are correct.
- (o) The DPO shall maintain for the Subscribed Channels first-class signal transmission quality in accordance with the highest industry standards in India, subject to signals of the Subscribed Channels getting delivered to the DPO of a quality sufficient to permit the DPO to reasonably comply with such standards. DPO shall maintain a service availability (a service free from viewer discernible problems including, without limitation, video with no audio, audio with no video or significant signal distortion) that meets or exceeds 99.95% reliability per month without any interruption or deviation from the daily transmission schedule, and shall immediately notify Broadcaster of any degradation to any of the Subscribed Channels' signals.

- (p) The DPO shall ensure that EPG functionality, user interface and on-screen display appears at the Subscriber's option provided such interface appears at the bottom part of the screen and doesn't cover more than 10% of the television screen from bottom.
- (q) The DPO shall not superimpose or otherwise add any third party promotions, programs, data, content, copyright, trademarks, trade name, logos, names and/or licenses on the Subscribed Channels at the time of retransmission, except the DPO's service logo only in watermark form which shall be at least 50% transparent and appear on the right side corner at the bottom of the screen and shall be of a size which does not cover more than 5% of the space on screen from the right and 5% from the bottom or shall hamper the visual of the channels in any manner.
- (r) The DPO shall retransmit signals of the Subscribed Channels in its entirety without (i) any delay, cutting, editing, dubbing, scrolling or ticker tape, voice-over, sub titles, substituting or any other modification, alteration, addition, deletion or variation; (ii) replacing, modifying, deleting, imposing or superimposing of advertisements or otherwise tampering with the content of the Subscribed Channels; and (iii) reformatting any Subscribed Channel(s) so that it appears on less than the full screen of a television.
- (s) DPO shall not run, display, add, superimpose the notices of disconnection or discontinuation or non-availability of television channels, any multimedia graphics, on DPO's Permitted Digital Distribution Platform's EPG, in such a manner that will interfere/adversely affect the viewing experience of the viewers of such television channels.
- (t) DPO agrees that Broadcaster (and/or the respective owners of the Channel(s)) may re-name or re-brand the Channel(s), or amend the logos of the Channel(s), at any time and in any manner as the Broadcaster (and/or the respective owners of the Channel(s)) deem necessary and such name / logo change shall be reflected on the EPG of DPO's Permitted Digital Distribution Platform on and from the date informed by Broadcaster to DPO.
- (u) The DPO undertakes not to, either itself or through others, copy, tape or otherwise reproduce any part of the Subscribed Channel(s). The DPO further undertakes that it shall not copy or tape programs for resale or deal in any copied programs and shall immediately notify the Broadcaster of any unauthorized copying, taping or use of any part of the Subscribed Channel(s) and shall fully cooperate with all requests by the Broadcaster to take such steps as are reasonable and appropriate to cause such activities to cease.
- (v) The DPO shall not push content onto the DPO's STBs, there shall not be automatic advertisement skipping function and/or the DPO shall not create a virtual video-on-demand or other on demand service in respect of the Subscribed Channel(s).
- (w) The DPO shall not place the Subscribed Channel(s) next to any pornographic or gambling channel or included in any package or tier that contains any channel with pornographic content or any gambling Service.
- (x) DPO shall not act in a manner that would discourage the Subscribers / consumers from subscribing / availing and viewing the Subscribed Channel(s) nor shall indulge in any negative publicity nor provide incentives, marketing, advertisements, etc., which would be detrimental to the interest of Broadcaster and/or the Subscribed Channel(s).
- (y) The DPO shall not introduce any scheme / offer which may jeopardize the availability of the Subscribed Channel(s) on the DPO's STBs of the DPO's Permitted Digital Distribution Platform in any manner.
- (z) DPO shall not modify, misuse or tamper with the Broadcaster's STBs including the seal (paper seal to prevent opening of the Broadcaster's STB) or any signals emanating there from, in a manner that prevents the identification of the Broadcaster's STB number or interferes with signals emanating there from. DPO further acknowledges that the Broadcaster's STB shall remain the property of the Broadcaster at all times, regardless of their delivery to the DPO. Simple possession of a Broadcaster's STB or DPO's ownership and/or possession of one or more Broadcaster's STB or related equipment does not automatically entitle DPO access to the Channel(s).
- (aa) The DPO shall keep the Broadcaster's STBs in good and serviceable order and condition to the satisfaction of the Broadcaster and bear all expenses for general repairs and maintenance of the same and it shall immediately notify the Broadcaster in the event of any mechanical/technical fault in the Broadcaster's STB. The DPO shall inform the Broadcaster immediately if any such Broadcaster's STB is stolen or lost. DPO further acknowledges that if a Broadcaster's STB is lost or stolen, Broadcaster may charge DPO for a replacement and delivery cost relating to it.
- (bb) DPO understands and acknowledges that Broadcaster shall have the right to run scroll(s) on its Channel(s) to provide such information to Subscribers as may be required by Broadcaster from time to time.
- (cc) DPO agrees and acknowledges that Broadcaster shall have right to run public awareness campaign regarding availability/non-availability of channels on DPO's Permitted Digital Distribution Platform. Broadcaster shall be entitled to

use the logo and / or marks of DPO during such campaign conducted in public interest.

- (dd) Upon expiry/termination of the Agreement, the DPO undertakes to return the Broadcaster's STBs in good working condition to Broadcaster and pay to the Broadcaster, all outstanding payments that may be payable to Broadcaster under the Agreement on the date of termination.
- (ee) On reasonable prior notice to DPO, Broadcaster reserves the right to encode and/or compress the signal of the Channel(s) and/or to change the satellite or transponders by which signal of the Channel(s) is/are delivered and/or the satellite or transponders from which DPO shall downlink signal of Channel(s) and/or to change or modify the technical standard of signal of Channel(s). Upon change in the designated satellite of the Subscribed Channel(s), the DPO undertakes to make all necessary arrangements to ensure continued access to the Subscribed Channel(s) at its own expense.
- (ff) By entering into this Agreement, the DPO is not in breach of any its contractual obligation with respect to other service providers with whom it has any existing agreement.
- (gg) DPO acknowledges that the Channels are provided by Broadcaster on an 'as-is' 'where-is' basis without warranties of any kind whatsoever, express or implied.
- (hh) DPO acknowledges and undertakes that it has read, evaluated and has understood the entire content of this Agreement and all terms and conditions of this Agreement including obligations, representations, warranties and undertaking of the DPO under this Agreement are reasonable and justified in light of the transactions contemplated under this Agreement, and are nondiscriminatory, and are not greater than necessary for the legitimate preservation of the value of the Subscribed Channels and the content of the Subscribed Channels.
- (ii) The DPO shall keep accurate and complete Subscriber Records and make such Subscriber Records available to the Broadcaster and/or its Distributors for inspection upon reasonable notice.
- (kk) The DPO shall comply with all applicable rules, laws and regulations in its provision of services under this Agreement, including but not limited to complying with the provisions attached hereto as **Annexure R**, and confirms it has policies and controls in place to ensure compliance with the same. For the avoidance of doubt, DPO undertakes to ensure that any person acting on its behalf (including without limitation its affiliates, officers, directors, employees and agents) will comply with the terms of **Annexure R** below.

19. TERM & TERMINATION:

- (a) This Agreement be valid for a period of twenty-four (24) months, i.e., commencing from [●] and expiring on [●], unless terminated earlier in accordance terms of the other provisions of this Agreement ("**Term**").
- (b) In case the Parties fail to enter into new interconnection agreement before expiry of the Term, the Broadcaster shall cease to provide signals of the Subscribed Channels to DPO upon expiry of the Term.
- (c) In case DPO is not desirous of executing a new interconnection agreement upon expiry of the Term, DPO shall fifteen (15) days prior to the date of expiry of the Term, inform the Active Subscribers through scrolls on the Subscribed Channels the date of expiry of the Agreement and the date of disconnection of signals of the Subscribed Channels.
- (d) Each Party shall have the right to terminate this Agreement and/or disconnect/deactivate signals of the Subscribed Channel(s):
 - (i) by giving 21 (twenty-one) days' written notice, as per Applicable Laws, to the other Party if such other Party is in breach of any of the terms and conditions of this Agreement.
 - (ii) at its discretion, by a written notice to the other Party, subject to Applicable Laws, in the event of dissolution of the partnership (*if applicable*), initiation of winding up / bankruptcy / insolvency proceedings against the other Party or appointment of receiver over the assets of the other Party.
- (e) Broadcaster shall have the right to terminate this Agreement and/or disconnect/deactivate signals of the Subscribed Channels to DPO and/or take any other action as may be appropriate, upon occurrence of any of the following:
 - (i) if Broadcaster discontinues the Subscribed Channel(s) with respect to all DPOs and provides DPO with a written notice as per Applicable Laws
 - (ii) if the registrations/licenses/permissions necessary for DPO to operate its Permitted Digital Distribution Platform is revoked;
 - (iii) in the event of assignment of the Agreement by DPO without prior written approval of Broadcaster;

- (iv) if DPO voluntarily or by operation of law loses control of its Permitted Digital Distribution Platform (including but not limited to by entering into an agreement/arrangement with any third party for operational and/or administrative and/or funding purposes, etc.);
 - (v) if DPO is blacklisted in the GST portal and/or if the rating of DPO on the GST portal goes down below the generally acceptable GST rating;
 - (vi) in the event the Broadcaster (or the applicable channel owner) is subjected to legal, governmental or other adverse action under applicable treaties, tariffs or Applicable Laws that restrict the right of the Broadcaster (or the applicable channel owner) to provide the Subscribed Channels to DPO or limits DPO's right or authorization to distribute/retransmit the Subscribed Channels or in the event of any court order which prevents/restricts the Broadcaster (or the applicable channel owner) to provide the Subscribed Channels to DPO under this Agreement.
- (f) DPO may terminate this Agreement after giving 90 (ninety) days' prior written notice to Broadcaster if DPO discontinues its Permitted Digital Distribution Platform.
 - (g) Notwithstanding the foregoing, the Broadcaster may terminate this Agreement upon sixty (60) days prior written notice for any reason.
 - (h) Broadcaster's rights to terminate the Agreement shall be without prejudice to Broadcaster's legal and equitable rights to any claims under the Agreement, injunctive relief(s), damages, and other remedies available under Applicable Laws.

20. CONSEQUENCES OF EXPIRY/TERMINATION:

- (a) Upon expiry/termination of the Agreement:
 - (i) Broadcaster shall disconnect/deactivate signals of the Channel; and
 - (ii) The DPO shall return the Broadcaster's STBs in good working condition (*normal wear and tear accepted*). In case the Broadcaster's STBs are damaged due to negligence of DPO, the Broadcaster shall recover the actual repair cost from DPO and in the event the Broadcaster's STBs are beyond repair, DPO shall be liable to pay to the Broadcaster the cost of such Broadcaster's STBs as on the date it was supplied to the DPO.
- (b) Each Party shall return to the other Party all documents, Confidential Information, and other material belonging to the other Party then in its possession.
- (c) DPO shall, within seven (7) days of the expiry/termination of the Agreement, pay to the Broadcaster all outstanding payments and/or other sums (including but not limited to cost / charges / fees / damages / claims for rendition of accounts, if any accrued hereunder or prior to the expiration/termination of this Agreement) that may be payable to the Broadcaster under the Agreement as on the date of expiry / termination, failing which, such outstanding amounts shall be payable together with interest at the rate of eighteen percent (18%) per annum computed from the period of such outstanding becoming due and payable until the date of payment of such outstanding, along with applicable interest, in full.
- (d) Those provisions of this Agreement that are explicitly, or by their nature, intended to survive termination or expiry of this Agreement shall survive termination or expiry of this Agreement.

21. INTELLECTUAL PROPERTY RIGHTS:

- (a) DPO shall not acquire any ownership or other rights with respect to the Subscribed Channels, other than the rights expressly provided in this Agreement.
- (b) All Intellectual Property, including Marks, related to the Subscribed Channels shall belong exclusively to the channel owner/broadcaster of each Subscribed Channel or its respective affiliated companies or licensor. DPO shall not acquire any proprietary or other rights in the Intellectual Property to which the Broadcaster and/or any of the channel owner / broadcaster or their associates or subsidiaries assert proprietary or other rights, which may be notified to the DPO from time to time in writing and agrees not to use the Intellectual Property in any corporate or trade name. DPO may use the Intellectual Property solely for the purpose of advertising and promoting the Subscribed Channels only with the prior written consent of the Broadcaster. Marketing materials generated by the DPO may refer to the Intellectual Property only if it is clear that such Intellectual Property represent trademarks or service marks for the Subscribed Channels and/or the applicable channel owner/broadcaster. Such marketing materials shall require the prior written approval of Broadcaster and/or any of the channel owner/broadcaster. DPO shall not acquire any proprietary or other rights over the Marks and agrees not to use Marks without prior written consent of Broadcaster and/or any of the channel owner/broadcaster. Unless notified to the contrary by the Broadcaster, in all trade references, advertising, and promotion and for all other purposes, the Subscribed Channels shall be referred to exclusively as designated herein or as otherwise designated by Broadcaster and/or any of the channel owner/broadcaster. To the extent any of such rights are deemed to accrue to the

DPO, DPO agrees that such rights are the exclusive property of Broadcaster and/or any of the channel owner/broadcaster, as applicable. The Broadcaster and/or any of the channel owner/broadcaster reserves the right to inspect any such material at any time without prior notice. DPO shall not use any Intellectual Property as part of a corporate name or of a trade name, register or use any name or mark which is the same as, or which contains or which, in the opinion of Broadcaster, resembles any of the Intellectual Property. DPO shall include appropriate copyright and other legal notices as the Broadcaster may require and shall promptly call to the attention of the Broadcaster the use of any Intellectual Property or of any names or marks that resemble any Intellectual Property by any third party in India. DPO shall within 10 days after termination of this Agreement return to the Broadcaster or, at the Broadcaster's request, destroy all material containing, and all material used for the purpose of printing or reproducing, any Intellectual Property or any other names or marks that in the opinion of the Broadcaster are similar to any Intellectual Property, and shall transfer or cause to be transferred at no cost to Broadcaster (or its designee) all interest in and to any graphic representation created by or for the DPO of any Intellectual Property.

- (c) DPO shall not during the Term or thereafter: (i) apply anywhere in the world for registration in its own name or assist another in seeking registration in its name of Broadcaster's Marks or any mark or domain name consisting thereof or confusingly similar thereto or dilutive thereof; (ii) use Broadcaster's Marks in any manner or commit any other act likely to jeopardize the rights of the Broadcaster or its affiliated companies or its licensors; (iii) challenge Broadcaster's, its affiliated companies', or its licensors' exclusive ownership or primary license to or the validity of Broadcaster's Marks, any application therefor or any registration thereof; or (iv) use or permit the use of Broadcaster's Marks in any manner that would tend to devalue, injure or dilute the goodwill or reputation of Broadcaster, its affiliated companies, its licensors or Broadcaster's Marks. To the extent permissible by law, DPO hereby irrevocably appoints the Broadcaster as its lawful attorney-in-fact to carry out any legal action required to cancel any registration or application for registration obtained or made by the DPO for the Intellectual Property pertaining to Broadcaster/channel owner and the Subscribed Channels as mentioned herein or to cause all of the DPO's interest in such registrations or application to be transferred to Broadcaster (or its designee), it being acknowledged that such power is a power coupled with an interest.
- (d) DPO further acknowledges the importance of Broadcaster's exercise of control over the quality of use of Broadcaster's Marks and the goods/services provided thereunder and agrees: (i) to use Broadcaster's Marks in strict compliance with all guidelines provided by the Broadcaster and with such trademark notices as Broadcaster shall direct, which guidelines and directions the Broadcaster may revise from time to time; (ii) to provide Broadcaster with access to all materials, books and records relating to or bearing Broadcaster's Marks, as well as the goods and services provided under Broadcaster's Marks in order to confirm DPO's adherence to such guidelines and directions; and (iii) immediately to cease any use of Broadcaster's Marks which, in the opinion of the Broadcaster, endangers or harms the reputation or validity of Broadcaster's Marks, the Broadcaster, any of the Broadcaster's affiliated companies, or its licensors. The Broadcaster may terminate this license if DPO does not take all commercially reasonable steps to remedy such danger or harm as soon as reasonably practicable but in any event within thirty (30) days of receipt of written notice from Broadcaster.

22. ADVERTISING AND PROMOTIONS:

- (a) The Broadcaster grants to the DPO the non-exclusive right during the Term to use the Marks solely in connection with the marketing and promotion of the Subscribed Channel(s) and in a manner that has been pre-approved by the Broadcaster.
- (b) DPO undertakes to give:
 - (i) an equal amount of marketing support for the Subscribed Channels as it provides to other channel(s) of the same genre;
 - (ii) similar treatment to all Subscribed Channels in all advertising material whereby Subscribed Channels' logos and/or names appear with the logos and names of other channels in terms of size and prominence and page taking into consideration context;
 - (iii) opportunity to the Subscribed Channels to participate in events and promotions that DPO undertakes; and cooperate with reasonable requests made by the Broadcaster for assistance with marketing tests and surveys, rating polls and other research in connection with the Channel(s).

23. MISCELLANEOUS:

- (a) Confidentiality: The DPO shall keep in strict confidence any Confidential Information received by it from Broadcaster and shall not disclose the same to any third-party. The Affiliate shall disclose Confidential Information to its employees, officers, advisors, associates, contractors, agents and other similar persons only on a need to know basis and subject to such persons being bound by similar the obligations of confidentiality. Confidential Information shall, at all times, remain the exclusive property of Broadcaster and the DPO shall not acquire any rights in the Confidential Information. The DPO recognizes that irreparable harm can be occasioned to the Broadcaster by the unauthorized disclosure, reproduction, or use of the Confidential Information and that monetary damages will be inadequate to compensate for such breach. In case of breach of this Clause, the Broadcaster shall be entitled to a preliminary injunction to protect and recover such

Confidential Information and any other equitable relief on the basis of an adequate remedy at law or any other reason. This remedy shall be in addition to any other remedies available.

- (b) Limitation of Liability:
- (i) Any and all express and implied warranties, including, but not limited to, warranties of merchantability or fitness for any purpose or use, are expressly excluded and disclaimed by the Parties, except as specifically set forth herein.
 - (ii) Broadcaster shall not be liable to the DPO, any Subscriber or to any other Person, whether under contract, tort or otherwise, for any direct and/or indirect, special, incidental or consequential damages foreseeable or not (including those arising from negligence), or for any lost profits, business, revenues or goodwill arising out of or in connection with this Agreement.
 - (iii) Without prejudice to the foregoing, the maximum aggregate liability of the Broadcaster that may arise out of or in connection with this Agreement shall not exceed the Subscription Fee that has actually been paid by the DPO to the Broadcaster for the immediately preceding three (3) months from the date of claim.
 - (iv) In the event retransmission of the Subscribed Channels or any of its content in the Territory through DPO's Permitted Digital Distribution Platform requires any consent, permissions, approvals or licenses from any governmental or statutory authority, the Broadcaster shall not be liable for the same and the DPO shall at its sole cost and expense shall be responsible for obtaining all such necessary approvals, licenses and permissions, as may be imposed or required by the government and other authorities and maintaining the same throughout the Term.
- (c) Force Majeure: Each Party shall not be liable for any delay in performing or for failing to perform any or all of its obligations under this Agreement resulting from force majeure conditions including satellite failure, satellite jamming, occurrence of an event over which the affected Party has no control, etc., which may affect the retransmission of signals of any of the Subscribed Channels to the DPO/Broadcaster's Subscribers. In the event of a suspension of any obligation under this Clause, which extends beyond a period of one (1) month, the Party not affected may, at its option, elect to cancel those aspects of this Agreement.
- (d) No Agency: Each Party shall not be or hold itself as the agent of the other under the Agreement. No Subscribers shall be deemed to have any privity of contract or direct contractual or other relationship with the Broadcaster by virtue of this Agreement or by Broadcaster's delivery of the Subscribed Channels to the DPO. This Agreement between the Broadcaster and the DPO is on principal to principal basis.
- (e) No Waiver: The failure of each Party to resist, in any one or more instance, upon performance of any of the provisions of this Agreement or to enforce any such provisions or the relinquishment of any such rights, shall not make such provisions/rights obsolete and such provisions/rights shall continue and remain in full force and effect. No single or partial exercise by each Party of any right or remedy shall preclude other future exercise thereof or the exercise of any other right or remedy. Waiver by any Party of any breach of any provisions of this Agreement (or the consequences of any such breach as provided for in this Agreement) must be in writing and signed by the Parties hereto and such waiver shall not constitute or be construed as a continuing waiver or as a waiver of any other breach of any other provisions of this Agreement.
- (f) Assignment:
- (i) Notwithstanding anything contained in the Agreement or by operation of law or otherwise, the DPO shall not have the right, without the prior written consent of the Broadcaster, to assign or transfer the Agreement or any of its rights or obligations hereunder to any third Party.
 - (ii) The Broadcaster may, at any time, assign the Agreement including, without limitation, its rights and obligations hereunder, either in whole, or in part, to any person or third party and such person or third party shall, to the extent of such assignment, be deemed to have the same rights and obligations as the Broadcaster respectively *vis-à-vis* the DPO.
- (g) Indemnity and Third-Party Claims:
- (i) Each Party shall keep and hold the other Party and such other Party's affiliates officers, directors, and employees fully indemnified and harmless against all liabilities, claims, costs, damages and expenses (including, without limitation, reasonable attorney's fees) resulting due to any acts, omissions, misstatements or breach of any representations, warranties, undertakings of the defaulting Party.
 - (ii) Except as provided under the Agreement, neither Party shall have any rights against the other Party for claims by a third party or for non-operation of facilities or non-furnishing of the Subscribed Channels, if such non-operation or non-furnishing is due to failure of equipment, satellite action or natural calamity.
 - (iii) This Clause shall survive termination of the Agreement.
- (h) Notices: All notices given hereunder shall be given in writing, by personal delivery, e-mail, courier, Speed Post or Registered Post A.D., at the correspondence address of the DPO and the Broadcaster set forth in the Agreement, unless either party, at any time or times, designates another address for itself by notifying the other Party thereof by Speed Post

or Registered Post A.D. only, in which case, all notices to such Party shall thereafter be given at its most recent address. Notice given by (i) personal delivery shall be deemed to have been delivered on the same day on which the personal delivery takes place, (ii) e-mail shall be deemed to have been delivered on the same day on which the e-mail is sent, unless a delivery-failure notification is received by the sender and (iii) courier or Speed Post or Registered Post A.D. shall be deemed to have been delivered on the 3rd (third) day from the date of dispatch of such courier or Speed Post or Registered Post, as applicable.

- (i) Severability: If any provision of this Agreement becomes invalid, illegal or unenforceable, in whole or in part, the validity of the remainder provisions of this Agreement shall not be affected thereby, and the Parties shall agree to a valid substitute provision, which corresponds in its economic effect as closely as legally possible to the invalid or unenforceable provision which it replaces.
- (j) Survival: Any provision of this Agreement that contemplates or governs performance or observance subsequent to termination or expiration of this Agreement will survive the expiration or termination of this Agreement for any reason. The following provisions will survive the expiration or termination of this Agreement: Representations and Warranties of the DPO, Intellectual Property, Indemnification, Limitation of Liability and Confidentiality.
- (k) Regulatory Intervention: In the event of any change in Applicable Laws or any final un-appealable order of any competent court or tribunal ("**Regulatory Intervention**") which would have a material adverse effect on either of the Parties, then Parties shall amend this Agreement in writing or execute fresh agreement to comply with such change. Parties agree that such amendment/fresh agreement shall be effective from the date of implementation of any such Regulatory Intervention.
- (l) Governing Law and Jurisdiction: The rights and obligations of the Parties under the Agreement shall be governed by and construed in accordance with the laws of India. The TDSAT, to the exclusion of all other courts, shall have exclusive jurisdiction to entertain any disputes arising out of relating to this Agreement.
- (m) Counterpart: This Agreement may be signed in any number of counterparts, all of which taken together, shall constitute one and the same instrument.
- (n) Stamp Duty: Any stamp duty payable on this Agreement shall be borne by the DPO. In the event such stamp duty is paid by Broadcaster, then DPO shall reimburse the same to Broadcaster within 15 (fifteen) days of Broadcaster informing DPO of the same.
- (o) Entire Understanding/Modifications: This Agreement along with its Annexures contains the entire understanding between the Parties with respect to the Channels/Subscribed Channels herein. Upon execution, this Agreement shall supersede all prior understandings between the Parties with respect to retransmission of the Subscribed Channel(s) on DPO's Permitted Digital Distribution Platform in the Territory. Any modification, variation, alteration and amendment of the provisions of this Agreement shall become effective only once the same has been captured in writing and executed by and both Parties.

IN WITNESS WHEREOF, the Parties hereunto have set their hands towards execution of the Agreement.

For Bloomberg Television Production Services India Private Limited, Broadcaster.

Signature: _____

Name: _____

Title: _____

For DPO

Signature: _____

Name: _____

Title: _____

ANNEXURE A

TERRITORY

- (a) Registered area of operation of the DPO as mentioned in the registration granted by the Central Government:
As per registration / permission granted by the Central Government
- (b) “Territory” means such areas in India which are listed in Column B below:

Column A	Column B	Column C	Column D	Column E
Sl. No.	Territory	District	State / Union Territory	Head-end from which signals of Channels shall be retransmitted to this Territory

ANNEXURE B

DESCRIPTION OF THE CHANNEL

Sr. No.	Channel Name	Genre	Language
1.	Bloomberg Television	News, Current Affairs and Financial Information.	English

ANNEXURE C

(I) A-LA-CARTE MRP OF CHANNELS

Assign (✓) against channel to mark selection or assign (X) against channel to mark non-selection²	Channel Name	MRP per subscriber per month (in Rs.)	A-La-Carte RTA per subscriber per month (in Rs.)	Nature of the Channel
✓	Bloomberg Television	Rs.4.77	Rs.4.77	Pay

ANNEXURE D⁴

INCENTIVE PLAN ON A-LA-CARTE MRP OF THE CHANNEL

Channel and Minimum Penetration Percentage

- (I) **DPO's choice of Penetration Incentive Plan on A-la-Carte MRP of the Channel⁵** – If DPO is desirous of opting for Penetration Incentive Plan under this Annexure D, then DPO shall need to mark its selection by assigning tick (✓) in the box below **OR** opt out of this Penetration Incentive Plan by assigning cross (X) in the box below:

- (II) **Terms & Conditions for availing incentive on a-la-carte MRP of the Channel under the Penetration Incentive Plan** – If DPO has marked its selection of the Penetration Incentive Plan (*as per Clause II of this Annexure D*), then DPO shall be considered eligible to avail 10% (ten percent) incentive on the a-la-carte MRP of the Channel if:

the high definition (HD) channel from amongst the Specified Channel are received by minimum 15% (fifteen percent) of DPO's Active HD Subscriber Base in the Territory. For the purpose herein, "DPO's Active HD Subscriber Base" shall mean the total number of Active Subscribers who subscribe to HD channel(s) available on DPO's Permitted Digital Distribution Platform.

- (III) **DPO's choice of LCN Incentive Plan on a-la-carte MRP of the Channel⁶** – If DPO is desirous of opting for LCN Incentive Plan, then DPO shall need to mark its selection by assigning tick (✓) in the box below **OR** opt out of this LCN Incentive Plan by assigning cross (X) in the box below:

- (IV) **Terms & Conditions for availing incentive on a-la-carte MRP of the Channel under the LCN Incentive Plan** – If DPO has marked its selection of the LCN Incentive Plan (*as per Clause IV of this Annexure D*), then DPO shall be considered eligible to avail 5% (five percent) incentive on the a-la-carte MRP of the Channel if:

- (a) DPO places the applicable Channel at their respective defined Slab on the EPG of DPO's Permitted Digital Distribution Platform (*in terms of Column E of Table B of this Annexure D*); and DPO places the applicable the Channel and its respective Competing Channel(s) (*in terms of Column D of Table B of this Annexure D*) consecutively in the EPG and also allocates consecutive LCNs to the Specified Channels and their respective Competing Channels.

⁴ It is clarified that there is no obligation on DPO to opt for any of the Incentive Plan set forth in this Annexure D for availing signals of the Channel.

⁵ If DPO has not marked any selection, i.e., either tick (✓) **OR** cross (X) mark, for Penetration Incentive Plan on a-la-carte MRP of the Channel then it shall be deemed that DPO does not want to avail Penetration Incentive Plan

⁶ If DPO has not marked any selection, i.e., either tick (✓) **OR** cross (X) mark, for LCN Incentive Plan then a-la-carte MRP of the Channel it shall be deemed that DPO does not want to avail LCN Incentive Plan

- (V) If DPO fails to fulfil any of the applicable terms and conditions of the chosen Incentive Plan under this Annexure D at anytime during a month of the Term, then DPO shall not be entitled to avail the respective incentive under such Incentive Plan during such particular month.
- (VI) To be eligible to avail incentive under the chosen Incentive Plan under this Annexure D, DPO shall provide Broadcaster the Entitlement Report in accordance with the provisions of this Agreement.
- (VII) During Audit, Broadcaster shall be entitled to access the records, SMS, CAS and related systems of the DPO's Permitted Digital Distribution Platform in order to determine the correctness of the Entitlement Reports submitted by DPO in terms of this Agreement.

(VIII) Broadcaster reserves the right to amend, modify, alter, change, substitute, withdraw, add any of the terms and conditions of these Incentive Plan(s) at its sole discretion. In addition, Broadcaster at its sole discretion may amend the Incentive Plans *inter-alia* in the event, during the Term (i) Broadcaster launches a new channel, or (ii) in case of a Removed Channel, or (iii) in case of conversion of a channel from pay to FTA.

Table B
The Channel, Genre and Relative Positioning Slabs

Column A	Column B	Column C	Column D	Column E
Sr. No.	Channel Name	Genre	Competing Channels	Slab
1	Bloomberg Television	News and Current Affairs (English)	BBC World News, Russia Today, Al Jazeera, Channel News Asia, France 24, DW, NHK World TV and channels of similar language and genre/ sub-genre	

ANNEXURE E

[Intentionally Deleted]

ANNEXURE F

[Note: Please incorporate similar Annexures and mark them as Annexure F1, Annexure F2 and so on and so forth (as applicable) for each headend of the DPO's Permitted Digital Distribution Platform]

(I) **Headend/installation address of Broadcaster's STBs and CAS and SMS of the DPO's Permitted Digital Distribution Platform:**

City / Town: _____

District: _____

State / Union Territory: _____

PIN Code: _____

(II) **Details of Broadcaster's STBs installed at the headend/installation address (Details to be filled in only for the Subscribed Channel)**

Sr. No.	Channel Name	Digital Satellite Receiver No.:	Viewing Card No.:
1.	Bloomberg Television		

ANNEXURE G

[Intentionally Deleted]

ANNEXURE H
SUBSCRIBER REPORT FORMAT

[for each headend/installation address or earth station (as the case may be) and each applicable State/Union Territory as per the Territory]

Reported Month: _____

Year: _____

(I) SUBSCRIBED CHANNEL OFFERED BY DPO ON A-LA-CARTE BASIS: Average Broadcaster's Subscriber Base of the Subscribed Channel shall be arrived at, by averaging the number of subscribers subscribing such channel recorded four (4) times in a calendar month, as provided in the table below. The number of subscribers shall be recorded by the DPO at any point of time between 19:00 hours to 23:00 hours of the dates mentioned in table below.

Sl. No.	Name of the Subscribed Channel	Number of subscribers of the Subscribed Channel on 7th day of the month	Number of subscribers of the Subscribed Channel on 14th day of the month	Number of subscribers of the Subscribed Channel on 21st day of the month	Number of subscribers of the Subscribed Channel on 28th day of the month	Average Broadcaster's Subscriber Base of the Subscribed Channel
(1)	(2)	(3)	(4)	(5)	(6)	(7) = [(3)+(4)+(5)+(6)] / (4)
1						
2						

(II) SUBSCRIBED CHANNELS OFFERED BY DPO IN PACKAGES: Average Broadcaster's Subscriber Base of the Subscribed Channel shall be arrived at, by averaging the number of subscribers subscribing Package consisting of such channel recorded four (4) times in a month, as provided in the table below. The number of subscribers shall be recorded by the DPO at any point of time between 19:00 hours to 23:00 hours of the dates mentioned in table below.

Sl. No.	Name of Package	Name of the Subscribed Channel in the Package	Name of Package consisting of the Subscribed Channel	Number of subscribers of the Package consisting of the Subscribed Channel on 7th day of the month	Number of subscribers of the Package consisting of channels the Subscribed Channel on 14th day of the month	Number of subscribers of the Package consisting of channels the Subscribed Channel on 21st day of the month	Number of subscribers of the Package consisting of channels the Subscribed Channel on 28th day of the month	Average Broadcaster's Subscriber Base of the the Subscribed Channel
(1)		(2)	(3)	(4)	(5)	(6)	(7)	(8) = [(4)+(5)+(6)+(7)] / (4)
1								
2								

ANNEXURE I

ENTITLEMENT REPORT FORMAT

[for each headend/installation address or earth station (as the case may be) and relevant target market and each applicable State/Union Territory as per the Territory]

(I) Entitlement Report for Penetration Incentive: Average DPO's Active Subscriber Base shall be arrived at, by averaging the number of Active Subscribers recorded four (4) times in a calendar month, as provided in the table below. The number of Active Subscribers shall be recorded by the DPO at any point of time between 19:00 hours to 23:00 hours of the dates mentioned in table below.

(I) DPO's Active Subscriber Base for HD Channels

Sl. No.	Particular	Number of subscribers on 7th day of the month	Number of subscribers on 14th day of the month	Number of subscribers on 21st day of the month	Number of subscribers on 28th day of the month	Average DPO's Active Subscriber Base
(1)	(2)	(3)	(4)	(5)	(6)	(7) = [(3)+(4)+(5)+(6)] / (4)
1	DPO's Active Subscriber Base, subscribing HD Channels available on DPO's Permitted Digital Distribution Platform					

(II) DPO's Active Subscriber Base

Sl. No.	Particular	Number of unique subscribers on 7th day of the month	Number of unique subscribers on 14th day of the month	Number of unique subscribers on 21st day of the month	Number of unique subscribers on 28th day of the month	Average DPO's Active Subscriber Base
(1)	(2)	(3)	(4)	(5)	(6)	(7) = [(3)+(4)+(5)+(6)] / (4)
1	DPO's Active Subscriber Base					

(III) Entitlement Report for LCN Incentive:

Sl. No.	Channel Name	Genre (Language)	LCN Number	LCN Rank
1.		News and Current Affairs (English).		

ANNEXURE J
SCOPE OF AUDIT

THE SCOPE OF AUDIT SHALL INCLUDE THE ACCESS TO ALL THE FOLLOWING:

SCOPE OF WORK FOR AUDIT

The intent of the audit is to ensure that DPO's systems are fully compliant with all regulatory requirements and the Accuracy of Subscriber Reports and Entitlement Reports (*i.e. all customers subscribing/viewing the channels are being reported*). The audit shall include the following:

- (a) All Headend Audit
- (b) CAS Audit
- (c) SMS Audit including Subscriber Reports and Entitlement Reports
- (d) CAS integration with SMS
- (e) STB Audit
- (f) Distribution Network audit including Territory/areas covered, as applicable.
- (g) Anti-piracy measures
- (h) Broadcasters IRDs physical verification and their respective status
- (i) TS Analysis at Headend & on field.
- (j) Compliance with contractual commitments as per interconnect agreement
- (k) Compliance tests as per Annexure P

I. Head End Audit

- (a) Perform walk-through of all head-end/s and sub-head-ends if any of every distribution network of the DPO
- (b) Obtain network diagram
- (c) Check the digital channels Encrypted
- (d) Number of CA systems installed at each headend & the version of each CAS
- (e) Number of channels configured on each CAS
- (f) Number of Transport Streams
- (g) Perform checks on IP configuration to confirm and identify live and proxy servers. This shall include IP credentials of all the servers include MUX.
- (h) Check MUX configuration to validate number of Transport Streams ("TS") configured with SID, scrambling status of each SID and ECM and EMM configuration. (MUX-TS Stream-No. of ECM & EMM configured)
- (i) Take screenshot of all TS streams from MUX
- (j) Take information of QAMs installed
- (k) Obtain & record to confirm EPG, LCN etc. details
- (l) Confirm insertion of watermarking network logo for all channels from encoder
- (m) Data Extraction from CAS and SMS should be carried out as per requirements specified in Schedule III of Interconnection Regulations 2017.
- (n) Take inventory of IRDs + VCs issued by broadcaster including their serial numbers. Make note of broadcasters IRDs + VCs available but not installed.
- (o) Check PSI/SI server that it has EPG push capability
- (p) Take information of QAMs installed and powered to identify streams available for local insertion by LCOs.
- (q) Verification of Interconnection Regulation 2017 Schedule III compliance of the DPO DAS System (CAS, SMS, Fingerprinting and STB) as per procedure mentioned in section 7 of the Audit Manual.
- (r) Walkthrough and understand the customer acquisition process and verification of sample CAF and PAF forms available with DPO.

II. CAS AUDIT

DPO to provide all below information correctly;

- (a) Make & version of CAS installed at Head End/sub head-ends.
- (b) CA system certificate to be provided by DPO.
- (c) CAS version installed should not have any history of hacking, certificate from CAS vendor required.
- (d) It shall not be possible to alter the data and logs recorded in the CAS
- (e) The CAS, in use, do not have facility to activate and deactivate a Set Top Box (STB) directly from the CAS terminal. All activation and deactivation of STBs shall be done with the commands of the SMS.
- (f) The CAS has the capability of upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
- (g) The CAS should be capable of individually addressing subscribers, for the purpose of generating the reports, on channel by channel and STB by STB basis.
- (h) The CAS shall be able to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that such VC or the STB cannot be re-deployed.

- (i) It shall be possible to generate the following reports from the logs of the CAS:
 - (i) STB-VC Pairing / De-Pairing
 - (ii) STB Activation / De-activation
 - (iii) Channels Assignment to STB
 - (iv) Report of the activations or the deactivations of a particular channel for a given period.
- (j) The CAS shall be independently capable of generating, recording, and maintaining logs, for the period of at least immediately preceding two consecutive years, corresponding to each command executed in the CAS including but not limited to activation and deactivation commands issued by the SMS.
- (k) CAS should be able to generate log of all activities, i.e., activation/deactivation/FP/Scrolls.
- (l) CAS should be able to generate active/deactivate report channel wise/package wise.
- (m) STB's & cards to be uniquely paired from DPO before distributing box down the line /LCO.
- (n) DPO to declare by undertaking the number of encryptions CAS/SMS it is using at the Head End and in future if he is integrating any additional CAS/SMS, the same should be notified to Broadcaster by means of a fresh undertaking.
- (o) Reconciliation of CAS database (active cards, service wise & package wise) with SMS database to be provided by DPO.
- (p) CA system should have the capability of providing history of all actions taken for last 2 years.
- (q) Verification that the SMS and the CAS are integrated in such a manner that activation and deactivation of STB happen simultaneously in both the systems.
- (r) Verification that the fingerprinting cannot be invalidated by use of any device or software.

III. **SMS AUDIT**

- (a) All product authorization must be from SMS only.
- (b) SMS and CAS should be fully integrated.
- (c) The SMS should be computerized and capable of recording the vital information and data concerning the subscribers such as:
 - Unique customer identification (ID)
 - Subscription contract number
 - Name of the subscriber
 - Billing address
 - Installation address
 - Landline telephone number
 - Mobile telephone number
 - E-mail address
 - Channels, bouquets and services subscribed
 - Unique STB number
 - Unique VC number.
- (d) The SMS should be capable of:
 - (i) Viewing and printing of historical data in terms of the activations and the deactivations of STBs.
 - (ii) Locating each and every STB and VC installed.
 - (iii) Generating historical data of changes in the subscriptions for each subscriber and the corresponding source of requests made by the subscriber.
- (e) The SMS should be capable of generating reports, at any desired time about:
 - (i) The total number of registered subscribers. (with city/state)
 - (ii) The total number of active subscribers. (with city, State)
 - (iii) The total number of temporary suspended subscribers. (with city/state)
 - (iv) The total number of deactivated subscribers. (with city/state)
 - (v) List of blacklisted STBs in the system.
 - (vi) Channel and bouquet wise monthly subscription report in the prescribed format. (with city/State)
 - (vii) The names of the channels forming part of each bouquet.
 - (viii) The total number of active subscribers subscribing to a particular channel or bouquet at a given time.
 - (ix) The name of a-la carte channel and bouquet subscribed by a subscriber. (with city/state)
 - (x) The ageing report for subscription of a particular channel or bouquet.
- (f) Review the subscribers activation/ de-activation history in the SMS system.
- (g) Validate if the SMS is integrated with the Conditional Access ("CA") system.
- (h) Review if all the active and de-active STBs are synchronized in both SMS and CA system.
- (i) Validate if independent logs/report can be generation for active and de-active VCs with the product/channels active in both SMS & CA systems.
- (j) Review if the system supports the Finger Printing (both overt and covert) and Scroll features at Box level, Customer account level as well as Global level.
- (k) Validate if all the STBs are individually addressable from the System and are paired with the viewing cards.
- (l) Review of the following reports are supported by SMS & CA System:

- (i) Total no of Subscribers – active & de-active separately
- (ii) De-active subscribers with ageing
- (iii) Subscribed Channel wise Subscribers – total
- (iv) Subscribed Channel wise Subscribers – split by package
- (v) Package / channel details
- (vi) Subscriber/Revenue / Entitlement Reports by State/City/Target Market
- (vii) No of packages/services offered
- (viii) List of channels
- (ix) Channels along with Rate Card Options offered with details of active Subscribers
- (x) Historical data reports
- (xi) Free / demo Subscribers details
- (xii) Exception cases – active only in SMS or CA system

IV. STB AUDIT

- (a) All STB should be individually paired in advance with unique smart card at central warehouse of DPO before handing over to LCO or down the line distribution.
- (b) All STBs should have a Conditional Access System.
- (c) The STB should be capable of decrypting the Conditional Access messages inserted by the Head-end.
- (d) The STB should be capable of doing finger printing. The STB should support both Entitlement Control Message (ECM) and Entitlement Management Message (EMM) based fingerprinting.
- (e) The STB should be individually addressable from the Head-end.
- (f) The STB should be able to receive messages from the Head-end.
- (g) The messaging character length should be minimal 120 characters.
- (h) There should be provision for global messaging, group messaging and the individual STB messaging.
- (i) The STB should have forced messaging capability including forced finger printing display.
- (j) The STB must be compliant to the applicable Bureau of Indian Standards.
- (k) The STBs should be addressable over the air to facilitate OTA software upgrade.
- (l) The STBs with facilities for recording the programs shall have a copy protection system.
- (m) **Fingerprinting:**
 - (i) The distributor of television channels shall ensure that it has systems, processes and controls in place to run finger printing at regular intervals.
 - (ii) The STB should support both visible and covert types of finger printing.
 - (iii) The finger printing should not be removable by pressing any key on the remote of STB.
 - (iv) The finger printing should be on the top most layer of the video.
 - (v) The finger printing should be such that it can identify the unique STB number or the unique VC number.
 - (vi) The finger printing should appear on the screens in all scenarios, such as menu, Electronic Programme Guide (EPG), Settings, blank screen, and games etc.
 - (vii) The location, font colour and background colour of fingerprint should be changeable from head end and should be random on the viewing device.
 - (viii) The finger printing should be able to give the numbers of characters as to identify the unique STB and/or the VC.
 - (ix) The finger printing should be possible on global as well as on the individual STB basis.
 - (x) The overt finger printing should be displayed by the distributor of television channels without any alteration with regard to the time, location, duration and frequency.
 - (xi) Scroll messaging should be only available in the lower part of the screen.
 - (xii) The STB should have a provision that finger printing is never disabled.
 - (xiii) The watermarking network logo for all pay channels shall be inserted at encoder end only.

V. DISTRIBUTION NETWORK AUDIT

DPO should provide below information in detail;

- (a) Territory/areas covered
- (b) Details of sub head-ends if any.

VI. COMMERCIAL AUDIT

- (a) Provide system generated channel-wise and package-wise reports of channels for platform in a non-editable format.
- (b) Understand/verify the Customer Life Cycle Management process by performing a walkthrough of the following processes and their underlying systems
 - Customer acquisition

- Provisioning of the subscriber in authentication, billing and SMS system
 - Scheme / package change request process
 - Customer Retention process, if any
 - Deactivation and churn process
- (c) Understand/ Verify the various schemes / packages being offered to customers
- Obtain details of all approved schemes / packages and add on which are being offered to customers
 - Interactions with the DPO's marketing and sales team on how the various channels are being marketed
 - Any special marketing schemes or promotions
 - Details of the consumers subscribing to the various schemes/ packages, including 'demo'/ free/ complimentary/ testing/ promotional subscribers
- (d) Understand the declaration report generation process by performing a walkthrough of processes and underlying systems (to understand completeness and accuracy of Subscriber Report and Entitlement Report generation process):
- Generation of reports for subscriber declaration for channels / bouquets
 - Any reconciliations / checks /adjustments carried out before sending the declarations
- (e) Analyze declaration reports on a sample basis:
- Reconciling the declaration figures with base data from various systems (SMS / Provisioning / Billing and Authentication systems)
 - Analyze the computation of average subscribers
 - Ascertain the average subscribers for a specific period on a sample basis by generating a sample report for a given period in the presence of the Distributor/auditors
- (f) Analysis of the following -:
- Input and change controls of customer data into SMS
 - SMS user access controls – authentication, authorization and logging
 - Analyze system logs to identify any significant changes or trail of changes made
 - Security controls over key databases and systems including not limiting to SMS, Provisioning, authentication and billing systems
 - Review the system logic for the reports which are inputs to Broadcaster declarations
 - Channel allocation/fixation to a particular LCN/CDN
 - Mapping of subscriber id across the CRM and SMS billing system if the same is different across the systems
 - Sample of activation and deactivation request logs
 - Opening and closing numbers of the active subscribers for sample months (report to be taken in front of the auditors/ rep)
 - Confirmation of the numbers on the middle of the month on any random chosen dates (report to be taken in front of the auditors/ rep)
 - Live Demo of the queries being put in to the system to generate different reports.
 - List of CAS and SMS used by DPO. In case more than one CAS and SMS system (multiple systems) is used by DPO, then understand synchronization between multiple CAS and SMS and analyze how the subscriber details are captured, reported and invoiced.

VII. DATA REQUIREMENT DURING AUDIT

Below is an indicative list of data which shall be extracted from the DPOs' systems' during the audit:

- (a) As-on-date active and de-active STB and VC details with city/state (from both SMS & CAS system)
- (b) As-on-date package-wise active STB and VC details with city/state (both SMS & CAS system)
- (c) Month-end active and de-active STB and VC details with city/state (both SMS & CAS)
- (d) Channel to package mapping along with service ID (with creation, modification and discontinue date) from SMS & CAS
- (e) All transaction logs and package composition change logs from CAS & SMS server for 2 years.
- (f) Broadcaster reports (past reports furnished to Broadcasters to be regenerated during audit for entire audit period) from SMS system to validate the broadcaster reports submitted by DPO.
- (g) As on date channel composition of packages
- (h) Channel composition of packages for historical period (audit period)
- (i) Transaction logs and package composition change logs (all actions performed for the last 2 years) like activation, de-activation, suspensions and other commands with date and time stamp
- (j) Inventory of all the VC/UA/Mac ID from the SMS server for the last 2 years.
- (k) DPO response on initial questionnaire on system review – Annexure Q

Guidelines for extraction of above data:

- (a) DPO to declare and provide all admin/super admin login access to CAS & SMS servers

- (b) DPO to allow to run queries to extract data / logs / reports from live SMS and CAS systems. (Auditors to not accept any pre-extracted data/reports from SMS & CAS systems)
- (c) DPO to allow extracted data / reports / logs to be downloaded to auditor's systems for detailed analysis
- (d) All data from CAS and SMS server should be extracted by DPO/auditor in such a manner that no STB/VC is left out from the database.
- (e) Data extraction queries scripts and explanation of terminology to be preserved and also provided to the broadcasters along with the audit report
- (f) DPO should not put any filters (if any) that are being applied to either exclude data of other Distribution Platform Operators, or even excludedata of certain geographical areas that may have a bearing on the overall count of the subscriber numbers.
- (g) Auditor should be present in-person during the extraction of CAS & SMS data. Auditor to certify that the Data extraction has been done under his/her supervision.
- (h) The auditor should understand what all filters (if any) are being applied to either exclude data of other Distribution Platform Operators, or even exclude data of certain geographical areas that may have a bearing on the overall count of the subscriber numbers.
- (i) If required, all extracted data should be loaded on PC/ Laptop provided for Audit.
- (j) DPO to share the database structure table's fields and column along with other necessary information required by auditor to work on the data dump in order to extract the active /de-active STB/VC count from the data dump.
- (k) Auditors are not allowed to interfere with the live systems (CAS and SMS) of DPO without the DPO's permission and assistance.
- (l) If the extraction from the live SMS and CAS systems are not possible due to any technical issue or taking excess time in extraction then auditor are allowed to use latest automated or manually downloaded dump data from the server after due verification of the query used for downloading the same.
- (m) If the auditor is satisfied with the procedure of downloaded data dump and finds that the dump is not compromised or altered, he/she may use the same for audit purpose.]

ANNEXURE K

DPO'S ANTI-PIRACY OBLIGATIONS

1. General

- 1.1 DPO shall take all necessary actions to prevent any unauthorized access to the channels through its Permitted Digital Distribution Platform.

2. STBs, VCs, Systems and Procedures

- 2.1 In order to ensure that each STB is capable of being used for Fingerprinting, DPO shall ensure that the STBs supplied to Subscribers conform to the Bureau of Indian Standards established under the Bureau of Indian Standards Act, 1986.
- 2.2 DPO represents warrants and undertakes that there are adequate systems, processes and controls in place regarding the distribution of STBs and VCs so as to ensure that they are only sold by DPO or by its authorized dealers and such sales are only made to bona fide Subscribers and installations are made at an applicable residential address. Adequate systems, processes and controls shall include, without limitation, DPO:
 - 2.2.1 collecting and maintaining complete up to date records of each and every Subscriber's details, and details of the location of every STB and VC including, without limitation, the particulars specified in paragraph 2.4;
 - 2.2.2 requiring all Subscribers to submit a utility bill or bank statement as proof of address, including any Subscribers who have been previously de-authorized prior to re-authorization, or independently physically verify the address by a person other than the dealer/sales unit, prior to activation of any STB and VC;
 - 2.2.3 investigating any multiple VC issued under one individual name or address, including visiting the premises of such individuals or addresses from time to time;
 - 2.2.4 deploying verification officers on a regular basis to visit and audit the accuracy and veracity of the Subscriber databases on a regular basis;
 - 2.2.5 ensuring compliance by dealers including unannounced visits to dealers' premises from time to time;
 - 2.2.6 requiring that for every change of address on the system and therefore re-location of a STB, there is an independent physical verification of the new residential address; and
 - 2.2.7 de-authorizing any STB or VC that is found outside the Territory or in the possession of a person who is not a bona fide Subscriber.
- 2.3 DPO represents, warrants and undertakes that all of its STBs and VCs: (i) are sold and installed together as a pack only and installed only at the premises of Subscribers whose address has been verified in accordance with paragraph 2.2.1; and (ii) employ card-pairing technology that ensures once a VC is activated and paired to a particular STB, the Subscribed Channels cannot be viewed if such STB is removed and used with any other STB or used with a set top box of any other operator.
- 2.4 DPO represents, warrants and undertakes that all installations of STBs and VCs are done directly by DPO or through its authorized dealers and that the installer for every installation physically checks and ensures before installation and activation of a STB and VC that the address where the installation is being done matches with the address as supplied by the Subscriber at the time of purchase/hire purchase/renting of the STB and which is the same as detailed in the SMS. In accordance with paragraph 2.2.1, DPO's SMS shall contain all of the following information items for each Subscriber prior to activation of a STB and VC for such Subscriber:
 - 2.4.1 Name;
 - 2.4.2 Installation address;
 - 2.4.3 Billing address (if different);
 - 2.4.4 Telephone number of the installation address, where applicable;
 - 2.4.5 Subscriber's unique subscriber reference or subscription agreement number;
 - 2.4.6 Channels /Bouquets that have been selected;
 - 2.4.7 Name and unique reference number of the dealer who sold the STB to such Subscriber;
 - 2.4.8 Name and unique reference number of the dealer who sold the subscription to such Subscriber (if different);
 - 2.4.9 Name and unique reference number of the installer (if different from the dealer);
 - 2.4.10 VC number; and
 - 2.4.11 Unique STB number.
- 2.5 DPO agrees and undertakes that it shall not activate, or otherwise reactivate, as the case may be, those VCs, wherein the Subscribed Channels can be accessed from addresses which are:
 - 2.5.1 not bona fide or do not match the addresses as supplied by the relevant Subscribers as detailed in the SMS; or
 - 2.5.2 outside the Territory; or
 - 2.5.3 that of a cable head end or any other distributor of such Channel.
- 2.6 In order to ensure that the VC is only activated for bona fide Subscribers, DPO further represents, warrants and undertakes that there are adequate controls to ensure (a) a VC is not activated before installation with its paired STB; and (b) that such VC is activated at the address of the Subscriber which matches with the address as supplied by the Subscriber at the time of purchase/hire purchase/renting of the STB and which is the same as detailed in the SMS.
- 2.7 DPO represents warrants and undertakes that its SMS: (a) allows viewing and printing historical data, in terms of total activation, de-activation and re-activation of all Subscribers and all other records required under paragraph 2.4; and (b) enables the location of each and every STB and VC to be recorded.

3. Fingerprinting

- 3.1 DPO shall ensure that it has systems, processes and controls in place to run Fingerprinting at regular intervals as per the specifications provided by the Broadcaster and as reasonably requested from time to time.
- 3.2 DPO shall ensure that all STBs should support both visible and covert types Fingerprinting and should be compatible for running Fingerprinting whether operated by DPO or the Broadcaster.
- 3.3 DPO shall ensure that it shall be able to operate the Fingerprinting across all Subscribers based on pre-set parameters and such Fingerprinting should, apart from the foregoing, be possible and available on global, group and regional bases at all times. On screen display should support a minimum number of characters that preserve uniqueness to that VC and STB and any amendment of those characters will be on a pre-determined, consistent basis.
- 3.4 DPO shall ensure that the following processes shall be deployed to keep a check on piracy and misuse of signals of the Subscribed Channels:
 - 3.4.1 The Subscribed Channels' Fingerprinting should pass through without masking or tampering with respect to time, location, duration and frequency;
 - 3.4.2 Fingerprinting to be provided by DPO on the Subscribed Channels, as per the scheme provided by the Broadcaster; the Broadcaster shall have a right to give the time, location, duration of Fingerprinting at a reasonably short notice (i.e. at least 30 minutes prior notice or more).

4. Conditional Access and other systems

- 4.1 DPO shall ensure that the Subscribed Channels are broadcast in an encrypted form and in a form capable of Fingerprinting.
- 4.2 DPO represents and warrants that: (a) both the CAS and SMS shall be of a reputed organization and are currently being used by other pay television services; (b) none of the current versions of the CAS have been hacked; (c) to the best of its knowledge, there are no devices or software available anywhere in the world that is capable of hacking or invalidating the Fingerprinting technology; and (d) both its CAS and SMS shall be integrated and any activation/de-activation shall be processed simultaneously through both systems.
- 4.3 DPO agrees that it shall, at its sole cost, be responsible for ensuring the Subscribed Channels are distributed via a digital, encrypted format signal receivable only by its bona fide Subscribers.
- 4.4 DPO shall furnish the details of encryption system of the DPO's Permitted Digital Distribution Platform used for encrypting signals of channels available on the DPO's Permitted Digital Distribution Platform and undertakes that the same encryption system shall be used for scrambling signal of the Subscribed Channels for their retransmission.
- 4.5 As and when the DPO gives effect to any material changes to DPO's Permitted Digital Distribution Platform's security and encryption technology (other than standard software upgrades which are deemed not to be material changes) during the Term, the DPO shall forthwith provide written intimation of such change to the Broadcaster. If the Broadcaster suggests reasonable modifications to be given effect to the modified security and encryption technology, then the DPO shall consider shall suggestion for implementation.

5. Piracy, piracy reports and prevention

- 5.1 Each Party shall immediately notify the other Party if it ascertains or becomes aware that:
 - 5.1.1 Any VC or STB is being located, supplied or sold outside the Territory,
 - 5.1.2 Any of the Subscribed Channels are being viewed via a VC or STB by a third party that is not a Subscriber,
 - 5.1.3 A VC is being used for viewing the Subscribed Channels anywhere other than the registered address of a Subscriber, or
 - 5.1.4 A VC and/or STB are being used by a cable operator or other distributor to distribute any of the Subscribed Channels (each, a "Piracy Event").
- 5.2 If Broadcaster or DPO becomes aware of a Piracy Event, then DPO shall take all necessary steps to prevent or to stop such unauthorized or illegal use of the Subscribed Channels or signals thereof.
 - 5.2.1 In the event the Broadcaster decides to take legal or other action against any infringing party committing or causing any Piracy Event, DPO shall provide all reasonable assistance to the Broadcaster to prevent or combat such Piracy Event.
 - 5.2.2 If DPO wishes at its cost to take legal or other action of any kind against any party alleged to be infringing a right of the Broadcaster, where the Broadcaster shall be one of the parties to such action, it shall notify the Broadcaster in writing and seek the Broadcaster's prior written consent. Where the Broadcaster consents to DPO taking legal or other action on behalf of the Broadcaster, DPO shall keep the Broadcaster fully informed of the progress of such action. DPO shall not settle, attempt to settle or otherwise compromise the rights of the Broadcaster or its affiliates without the prior written consent of the Broadcaster.
- 5.3 DPO agrees to change or upgrade its CAS and/or SMS in the event the CAS is shown to be hacked.
- 5.4 DPO shall investigate and report to Broadcaster any detected incidents of copying, transmitting, exhibiting or other illegal use of the Subscribed Channels via a STB and/or VC, or any illegal or unauthorized distribution or use of the Broadcaster's STBs that enable access to the Subscribed Channels.

ANNEXURE L
CAS DECLARATION FORM (ON THE LETTERHEAD OF THE CAS COMPANY)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s _____, address at _____ having its headend at _____ has installed Conditional Access System (CAS) from our company for its digital addressable cable television platform.

Date of CAS Installation: _____ CAS Version: _____

CAS ID: _____ NETWORK ID: _____

Location of CAS servers (Database server, ECMG, EMMG) : _____

Server time format: _____

Database detail: _____

With respect to the CAS installed at above mentioned headend and in terms of Schedule-III of **THE TELECOMMUNICATION (BROADCASTING AND CABLE) SERVICES INTERCONNECTION (ADDRESSABLE SYSTEMS) REGULATIONS, 2017** of TRAI, we confirm the following:

1. The current version of CAS does not have any history of hacking and we have the capacity of upgrading of CAS in case it gets hacked.
2. It shall not be possible to alter the data and logs recorded in the CAS.
3. All activation and deactivation of STBs are done via SMS which is integrated with our CAS
4. The CAS has capability of individually addressing subscribers on a channel by channel and STB by STB basis.
5. The CAS is independently capable of generating, recording, and maintaining logs, for the period of at least immediately preceding two consecutive years, corresponding to each command executed in the CAS including but not limited to activation and deactivation commands issued by the SMS.
6. The CAS is currently in use by other pay TV services and it has an aggregate of at least 1 million subscribers in the global pay TV market.
7. The CAS has the capability of upgrading STBs over-the-air (OTA), so that the connected STBs can be upgraded.
8. That all the CAS system provided to the Distributor at all the locations (head-ends) have been duly reported explicitly.
9. It is not possible to alter the data and logs recorded in the CAS.
10. The CAS has the capacity to activate or deactivate services or STBs of at least 5% of the subscriber base of this customer's distribution network within 24 hours.
11. We, the CAS system provider are able to provide monthly log of activation and deactivation on a particular channel or on a particular package.
12. That we _____, (CAS Company Name) are fully compliant to the requirements of CAS system as per Schedule III of the of The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017.
13. We have the technical capability in India to maintain this CAS system on 24x7 basis through the year.
14. This CAS is independently capable of generating log of all activations and deactivations.
15. This CAS is able to tag and blacklist VC numbers and STB numbers that have been involved in piracy in the past to ensure that the VC or the STB cannot be redeployed.
16. The CAS has a facility to generate the following reports from the logs:
 - a. STB-VC Pairing / De-Pairing
 - b. STB Activation / De-activation
 - c. Channels Assignment to STB
 - d. Report of the activations or the deactivations of a particular channel for a given period

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this CAS system.

Attached schematic diagram of CAS network including ECMG/EMMG & other servers installed in headend/remote/back up headend.

Thanking you,

For (CAS company name)

(Signature)

Name: _____

Designation: _____ (not below the level of COO or CEO or CTO)

Company seal:

ANNEXURE M
SMS DECLARATION FORM (ON THE LETTERHEAD OF THE SMS COMPANY)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s _____, having its registered office address at _____ and having its headend at _____ has installed SMS from our Company for its digital addressable cable television platform.

Date of SMS Installation: _____ Location of SMS servers: _____

SMS Version: _____ Server time format: _____

SMS Database detail with number of instances created: _____

Please find enclosed the schematic diagram of SMS and CAS system(s) integration.

With respect to the SMS installed at above mentioned headend and in terms of Schedule-III of THE TELECOMMUNICATION (BROADCASTING AND CABLE) SERVICES INTERCONNECTION (ADDRESSABLE SYSTEMS) REGULATIONS, 2017 of TRAI, we confirm the following:

- (1) The SMS has the capacity to activate or deactivate services or STBs of at least 5% of the subscriber base of the distributor within 24 hours.
- (2) The SMS is currently in use by other pay TV services that have an aggregate of at least 1 million subscribers in the global pay TV market (wherever applicable).
- (3) The SMS system is able to provide monthly and date wise log of activation and deactivation on particular channel or on a particular Bouquet/Subscriber Package.
- (4) The SMS is capable of individually addressing subscribers, for the purpose of generating reports, on a channel by channel and STB by STB basis.
- (5) This SMS is independently capable of generating log of all activations and deactivations.
- (6) The SMS is independently capable of generating, recording, and maintaining logs, for the period of at least immediately preceding two consecutive years, corresponding to each command executed in the SMS including but not limited to activation and deactivation commands. (as per period of service).
- (7) It shall not be possible to alter the data and logs recorded in the SMS.
- (8) The SMS and the CAS has been integrated in such a manner that activation and deactivation of STB happen simultaneously in both the systems.
- (9) That we _____ (SMS Company Name) are fully compliant to the requirements of SMS system as per schedule III of the of The Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 of TRAI.

Please find enclosed sample log of all activations & deactivations of a particular channel generated from this SMS system. Thanking you,

For (SMS company name)

(Signature)

Name: _____

Designation: _____ (not below the level of COO or CEO or CTO) Company seal:

ANNEXURE N
EXECUTION REQUIREMENTS

1. If DPO is an individual or a sole proprietor:

- (i) Photograph of the proprietor of the Applicant firm.
- (ii) Proof of residence – Passport / Voter’s ID Card/ration card/Electricity bill /Income Tax Returns.
- (iii) Self-attested copy of Passport / Voters ID / PAN Card / Driving license for signature verification.
- (iv) Copy each of Postal Registration Number, DAS License together with undertaking provided under Rule 11F of the Cable Rules or DAS License (whichever is applicable), Service Tax Registration, TAN No., and Entertainment Tax Registration Number.

2. If DPO is a partnership firm:

- (i) Certified true copy of the registered Partnership Deed.
- (ii) Separate powers of attorney signed by all partners authorizing the signatory to sign this Agreement and any amendment thereto and all related documents on behalf of the Firm.
- (iii) Photograph of the signatory.
- (iv) Copy of Passport / Voters ID / PAN Card / Driving license for signature verification attested by the authorized signatory.
- (v) Copy each of Postal Registration Number, DAS License together with undertaking provided under Rule 11F of the Cable Rules or DAS License (whichever is applicable), Service Tax Registration, TAN No., and Entertainment Tax Registration Number.

3. If DPO is a company:

- (i) The Certificate of Incorporation – certified by the Company Secretary /Director.
- (ii) Memorandum and Articles of Association of the company.
- (iii) Board resolution certified by the Company Secretary/Director authorizing the signatory to sign the Agreement and any amendment and all related documents on behalf of the Company.
- (iv) Copy of Passport / Voters ID / PAN Card / Driving license for signature verification attested by the authorized signatory.
- (v) Photograph of the signatory.
- (vi) Copy each of Postal Registration Number, DAS License together with undertaking provided under Rule 11F of the Cable Rules or DAS License (whichever is applicable), Service Tax Registration, TAN No., and Entertainment Tax Registration Number.

4. If DPO is a Hindu Undivided Family “HUF”

- (i) The photograph of the Karta.
- (ii) The Proof of Residence - Voters Identity Card or Passports of Karta or Electricity bill / Income Tax returns.
- (iii) The names of all coparceners and his/her relationship with the Karta.
- (iv) Relevant documents, including any Partition Deed, Family Settlement Deed, etc.
- (v) Copy of Passport / Voters ID / PAN Card / Driving License for signature verification attested by the Karta.
- (vi) Copy each of Postal Registration Number, DAS License together with undertaking provided under Rule 11F of the Cable Rules or DAS License (whichever is applicable), Service Tax Registration, TAN No., and Entertainment Tax Registration Number.

5. If DPO falls into the “Other” category

- (i) Copy each of Postal Registration Number, DAS License together with undertaking provided under Rule 11F of the Cable Rules or DAS License (whichever is applicable), Service Tax Registration, TAN No., and Entertainment Tax Registration Number.
- (ii) Such documents as may be required by the Broadcaster.

ANNEXURE O

Customer Information Update Form				
Customer name <i>(Legal Entity Name)</i>				
Constitution of Business				
PAN				
GST Registration Category				
In case it is not applicable or is exempted, the following information is required				
Contact Person				
Telephone Number				
Email ID				
In case single registration is obtained, the following information is required:				
Billing Address:				
City				
PIN code		State		State code
GST registration status				
Registration migration status (GST)				
Date of registration		Provisional GSTIN/ UIN		
Service Category		Services Tariff Code (SAC)		
Existing tax registration number (please specify)				
Contact Person				
Telephone Number				
Email ID				
In case if registered in multiple states, provide the following information for all the registrations:				
Total no of GST Registrations (pan India)				
For each of the registrations, kindly provide the following information				
Billing Address:				
City				
PIN code		State		State code
GST registration status				
Registration migration status (GST)				
Date of registration		Provisional GSTIN/ UIN		
Service Category		Services Tariff Code (SAC)		
Existing tax registration number (please specify)				
Contact Person				
Telephone Number				
Email ID				
Declaration by:	Name:			
	Designation:			
	Date:			

Note: Please provide a copy of document evidencing provisional GSTIN ID issued by GSTN

Annexure P

S. No.	Area	CAS, SMS, STB, Simulation & Compliance Tests to be performed during Audit -
1	CAS and SMS	Current CAS has no history of hacking
2		SMS + CAS shall generate logs for 2 years
3		SMS and CAS data is un-editable
4		No direct CAS activations
5		Integration between SMS and CAS
6		CAS can upgrade STBs OTA
7		Fingerprinting should not get invalidated by use of any device or software
8		Activate or deactivate channels / STBs >= 10% of the sub base within 24 hours.
9		STB and VC paired in SMS
10		CAS + SMS - Addressability by channel and STB
11		Customer details in SMS to be maintained
12		SMS should generate historical activation and deactivation logs
13		10 standard SMS reports
14		Blacklisting functionality in CAS
15		CAS should generate historical activation and deactivation logs and pairing – depairing reports
16		Itemized bills from SMS
17		Maintain SMS and CAS systems 24X7X365
18		Declare details of CAS and SMS deployed
19		Deactivation of all packages on deactivation of subscribers
20		Preserve unedited SMS and CAS data for 2 years
21	Fingerprinting	Ability to run fingerprint
22		Visible + covert type of fingerprint
23		Fingerprint not removable by pressing key on remote
24		Fingerprint on top most layer of video
25		Fingerprint identifies unique VC or STB
26		Fingerprint on menu, EPG, blank screen, games, etc.
27		Location, font colour and background colour of fingerprint changeable from headend and random on TV
28		Fingerprint able to give the numbers of characters as to identify the unique STB / VC
29		Global as well as individual STB basis
30		Overt fingerprint displayed without any alteration to time, location, duration and frequency.
31		Scroll message should be available
32		Fingerprint should never be disabled
33		Network watermark should be at encoder level
34	STB	All STBs should have a CAS
35		STB should decrypt CAS message at head-end
36		STB should support both ECM and EMM fingerprint
37		STB should be individually addressable from the head-end
38		The STB should be able to receive messages from the head-end
39		Minimum 120 characters
40		Provision for global messaging, group messaging and individual STB messaging
41		Forced messaging capability including forced fingerprinting display
42		STB compliant with BIS
43		STB addressable over the air to facilitate OTA software upgrade
44	STB with facilities for recording shall have a copy protection system	
45	QOS	Show genres as per regulatory/ contractual requirement
46		Provide channels on a-la-carte
47		Offer basic service tier package
48		MRP is shown on EPG
49		Verify the provisions regarding the subscription of channels and bouquets as per QoS Regulations

Annexure Q

Initial Questionnaire on System review (before commencing the Audit)

Sl. No.	Area	Data requested	DPO Response
1.0	Head End Details	General Details	
1.1		Headend Location	
1.2		Date of establishment of the Headend	
1.3		Number of digital headend/sub Head-ends	
2.0		Hardware Details	
2.1		Details of IRD's with make & model number	
2.2		Details of Encoders with make & model number	
2.3		Details of switches with make & model number	
2.4		Quantity of multiplexers with make & model number	
2.5		Details of SI/PSI server with make & version	
2.6		Quantity of QAM/scrambler with make & model number	
2.7		Quantity of Transmitters with make & model number	
2.8	Quantity of EDFA with make & model number		
3.0	Others		
3.1	Electronic Programme Guide (EPG):		
3.2	Where is the EPG data procured from		
3.3	What is the duration of the EPG data		
3.4	Local Channel number (LCN):		
3.5	Is a unique LCN defined for each channel(Service ID)		
3.6	Encryption:		
3.7	Are the digital channels Encrypted		
3.8	Transport streams:		
3.9	Number of Transport Streams		
3.10	Number of channels per transport stream		
3.11	Watermarking:		
3.12	Is watermark inserted? If yes, from where?		
4.0	Subscriber Management System (SMS)	Features	
4.1		Make & version number	
4.2		Types of STB's used with make, model number & compatibility with CAS	
4.3		STB-VC ID Pairing details if applicable	
4.4		Modules in SMS & the activities performed for each of the module	
4.5		Audit/trail/log of all changes for all changes made to the customer account & STB	
4.6		Region to Hub to LCO mapping	
4.7		Channels to package mapping	
4.8		Fingerprinting (Package wise, STB wise, Group/All)	
4.9		Messaging (Package wise, STB wise, Group/All)	
4.10	List of users configured on SMS along with the roles and responsibilities (access rights)		
5.0	Reporting		
5.1	Is reporting module configured to extract the following reports:		
5.2	As on historical date, count and details of STB status(active/deactive) as per the system		
5.3	Count and details of Activation/ deactivation of STBs for a defined period		
5.4	STB/Account wise Package modification report for a defined period		
5.5	LCO/mapping of each STB (DAS phase wise)		
5.6	Stock Report - month on month for boxes LCO wise		
6.0	Process Details		
6.1	Process for assignment of channels/ packages to STB/ VC Id		
6.2	Process for activating the STB/ VC Id		
6.3	Process for changing/ modifying channels/ packages to customers		
6.4	Process of deactivating channels/ packages to customers		
7.0	Conditional	Features	

7.1	Access	Number of CA systems installed at the headend & the version of each	
7.2	System (CAS)	Number of channels configured on each CAS	
7.3		Channel to package mapping	
7.4		Fingerprinting (Package wise, STB wise, Group/All)	
7.5		Messaging (Package wise, STB wise, Group/All)	
7.6		Audit/trail/log of all changes for each CAS	
8.0		Reporting	
8.1		Is reporting module configured to extract the following reports:	
8.2		As on historical date, count and details of STB status(active/deactive) as per the system	
8.3		Activation and deactivation log for each STB/ VC Id	
8.4		Activation and deactivation log of channels and packages for each STB/ VC	
8.5		Logs for creation and modification to packages on CAS	

Annexure R

Anti-Corruption and Anti-Bribery

1. The Broadcaster does not accept any form of bribery or corruption in any of its business dealings. Accordingly, the DPO represents, warrants and covenants that:
 - 1.1 In connection with this Agreement, the DPO will ensure that its business practices comply with: (i) all applicable laws, statutes, and regulations relating to anti-bribery and anti-corruption, including, but not limited to, the United States Foreign Corrupt Practices Act and the United Kingdom Bribery Act 2010 and any rule, law or regulation seeking to regulate the same or similar subject matter, each as may be amended from time to time, (ii) The Broadcaster's Code of Conduct (<https://data.bloomberglp.com/company/sites/38/2019/09/Supplier-Code-of-Conduct.pdf>) and the Broadcaster's Global Anti-Bribery and Anti-Corruption Statement (<https://www.bloomberg.com/notices/global-anti-bribery-and-anti-corruption-abac-statement/>), as may be provided from time to time, and (iii) the anti-bribery and anti-corruption policies and principles listed below, ((i)-(iii) collectively, the "**Applicable Anti-Corruption Laws & Policies**"). Accordingly, in connection with this Agreement, neither the DPO nor anyone acting on its behalf will:
 - a. authorize the giving of, offer, or give anything of value to any Public Official (as defined below) or any other person for the purpose of influencing or inducing the recipient to obtain, retain, or direct business for or to any person or for the purpose of securing any improper advantage for any person; or
 - b. authorize the giving of, offer, or give anything of value to any Public Official or any other person with knowledge, substantial certainty or firm belief that all or a portion of the thing of value will be offered, given, or promised, directly or indirectly, to any Public Official or any other person, for the purpose of securing any improper advantage for any person;
 - c. authorize the receipt of, request, solicit or receive anything of value from any Public Official or any other person, the purpose of which is to influence or induce the recipient to obtain, retain, or direct business for or to any person or for the purpose of securing any improper advantage for any person;
 - d. offer, promise or give a bribe, request a bribe, or seek to extort a bribe either directly or indirectly from The Broadcaster or anyone acting on its behalf (including without limitation, an officer, agent, director, employee, contractor or advisor); and
 - e. offer, promise or give a gift of any kind, including with respect to hospitality, to the Broadcaster or anyone acting on its behalf that exceeds token value;
 - 1.2 the DPO shall promptly report to the Broadcaster (i) any request or demand for any undue financial or other advantage of any kind received by the DPO in connection with this Agreement, and (ii) any offer, promise or bribe made to the DPO for the purpose of securing any improper financial or other advantage of any kind in connection with this Agreement;
 - 1.3. All transactions in connection with this Agreement ("**Transactions**") shall be accurately and fairly reflected in the DPO's records in reasonable detail and the DPO shall have internal accounting controls sufficient to provide reasonable assurances that it uses funds in connection with this Agreement only as authorized for legitimate business purposes and that Transactions are properly identified, characterized and recorded. Further, all invoices provided to The Broadcaster shall be itemized and include sufficient detail and description regarding the services being provided, and any associated charges (including expenses). If requested by The Broadcaster, the DPO shall submit receipts supporting the invoiced charges (including expenses). The Broadcaster or its designee shall have the right, at any time during the term of this Agreement and for a period of five years thereafter, to audit (i) the DPO's financial and other books, records, and information and documentations relating to its performance under this Agreement and the Transactions, and (ii) such documents as may be sufficient to show the DPO's compliance program, including without limitation, its anti-corruption policies and procedures, its cash management practices, and other related policies;
 - 1.4. It has not received any notice or communication of any kind from any governmental authority in the last five years regarding the DPO's actual, alleged or possible violation of, or failure to comply with, any Applicable Anti-Corruption Laws & Policies;
 - 1.5. Neither it, nor any person acting on its behalf, is, or is controlled directly or indirectly by, a government or Public Official (as defined below).
 - 1.6. To its best knowledge, the DPO is not now, and has not been at any time in the last five years, the subject of any governmental investigation, audit, suit, or proceeding (whether civil, criminal, or administrative) regarding his or her violation of, or failure to comply with, any Applicable Anti-Corruption Laws & Policies;
 - 1.7. It will immediately notify the Broadcaster of any alleged or actual violation or failure to comply with any Applicable Anti-Corruption Laws & Policies that relates, in any way, to work done with or on behalf of the Broadcaster; and
 - 1.8. the DPO will inform The Broadcaster, promptly and in writing if, at any time, there is a change to any representation made in this Section 1 that renders such representation incomplete or inaccurate.
2. If the Broadcaster receives reasonable information that would lead it to believe that the DPO has breached Clause 18(kk) of the Agreement or is in violation of any of the Applicable Anti-Corruption Laws & Policies, the Broadcaster shall have the right, in addition to any other rights or remedies under

this Agreement or to which the Broadcaster may be entitled to in law or equity, to (i) disclose the conduct and related matters to governmental authorities, and/or (ii) immediately terminate this Agreement in its entirety upon written notice to the DPO, without any penalty, liability to the DPO for any fees, reimbursements or other compensation under this Agreement or obligation to pay damages, and have the DPO promptly return to the Broadcaster all funds previously paid to the DPO hereunder.

3. For purposes of this Agreement “**Public Official**” shall mean:
 - a. any elected or appointed official, officer or employee at any level of, or any person acting in an official capacity for or otherwise on behalf of: (i) any local, regional, state, provincial or national government; (ii) any supranational body that has the authority to make and the power to enforce laws; agency, department or instrumentality of a government; (iii) any entity owned or controlled by any of the foregoing (including central banks, sovereign wealth funds, and any business venture that is owned or controlled by a government entity); (iv) any political party (i.e. has an official role or function, whether paid or unpaid, in such political party); (v) any public international organization; or (vi) any judicial body; or (vii) anybody which exercises regulatory oversight or investigative or disciplinary authority over the Broadcaster;
 - b. any candidate for public office or any political party position;
 - c. any member of a royal family; and/or
 - d. (where such relationship is known to the DPO) any close family members (being spouses, partners, children, parents or siblings) or close associates (e.g., business partners, key business colleagues, personal advisors or controlled legal entities) of the foregoing.
4. the DPO’s representations, warranties and covenants in Clause 18(kk) extend equally, for the avoidance of doubt, to any third parties subject to the control or influence or acting on the DPO’s behalf in connection with this Agreement, and the DPO has taken and shall take reasonable steps to ensure their compliance
5. the DPO shall certify its compliance with Clause 18(kk) periodically as may be required by the Broadcaster, and shall cause its relevant personnel to participate in any training related to the Applicable Anti-Corruption Laws & Policies that may be mandated by the Broadcaster from time to time.
6. the DPO agrees that The Broadcaster may amend Clause 18(kk) for regulatory purposes effective immediately by providing it written notice.