

**REFERENCE INTERCONNECT OFFER
[DIGITAL ADDRESSABLE CABLE TELEVISION SYSTEMS]**

FOR EENADU TELEVISION PRIVATE LIMITED, OFFICE USE ONLY

Agreement No: _____

SMS Reference No: _____

Customer ID No: _____

This Agreement is executed on this _____ day of _____, 2016 by and between:

EENADU TELEVISION PRIVATE LIMITED, a company incorporated under the Companies Act, 1956, having its registered office at # 1-10-76, Fair Fields, Begumpet, Hyderabad -500016 and its Corporate Office at Ramoji Film City, Hayathnagar Mandal, Ranga Reddy District – 501 512 (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 permitted assigns), , which expression, unless repugnant to the meaning or context thereof, shall be deemed to mean and include its successors and permitted assigns]; and

Operator: _____

Operator’s Status: Company Partnership Firm Proprietorship Firm Individual HUF Other Correspondence

Address: _____

Contact Person: _____ Tel. No.: _____ Fax No.: _____

Email id: _____

Installation Address: _____

Contact Person: _____ Tel. No.: _____ Fax No.: _____

Email id: _____

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

*[hereinafter referred to as “**Affiliate**”, which expression, unless repugnant to the meaning and context thereof, shall mean and include the successors and permitted assigns].*

SCHEDULE: REGISTRATION DETAILS OF THE DAS OPERATOR AND BROADCASTER

Status of Required Registrations /Licenses	Name of Registrant/ License holder	License /Registration No/Validity
DAS License No.		
Validity		From _____ To _____
PAN No		
Service Tax Registration No		
T Account Number (TAN)		
Entertainment Tax Registration No		

BROADCASTER REGISTRATION AND OTHER DETAILS

PAN NO	AACCM7226P
SERVICE TAX REGISTRATION NO	AACCM7226PSD001
CIN No & website:	U92111TG1991PTC012643 – www.etv.co.in

RECITAL:

- (A) Broadcaster is the owner/licensee of the Channels having the relevant up-linking and downlinking permission from the MIB and is authorized to retransmit signals of the Channels in the Territory.
- (B) Broadcaster is having exclusive right to distribute the Channels, *inter alia*, to DPOs authorized to retransmit signals of satellite television channels through their respective Permitted Digital Distribution Platform.
- (C) Affiliate is a DPO authorized to retransmit signals of satellite television channels through its Permitted Digital Distribution Platform in the Authorized Area of Transmission.
- (D) Affiliate is desirous to subscribe and carry the Subscribed Channels for further retransmission through its applicable Permitted Digital Distribution Platform in the Authorized Area of Transmission 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 receipt and 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 Annexes attached to this Agreement which shall have such respective meaning as have been assigned to them therein.
 - (a) **“Add-On Package”** means a Package offered on the Affiliate’s Permitted Digital Distribution Platform which is a direct buy-through by payment of additional subscription fee or is opted by the subscriber free of cost over and above the Basic Package.
 - (b) **“Applicable Laws”** means 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 the Territory 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, MCIT, DOT, DEITY 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 and any amendments thereto (and any local or foreign equivalent). 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 Law, including, without limitation, the TRAI and the MIB.
 - (c) **“Agreement”** means this Reference Interconnect Offer [*Digital Addressable Cable Television Systems*], including the Schedules and the Annexures attached to this Agreement.
 - (d) **“Authorized Area of Transmission”** means the areas listed in **Annexure A** attached to this Agreement, where in terms of notifications issued by the Central Government under sub-section (1) of section 4(A) of the Cable Television Networks (Regulation) Act, 1995 (7 of 1995), as amended from time to time, it is obligatory for every cable operator to transmit or re-transmit programs of any channel in an encrypted form only through a Digital Addressable System;
 - (e) **“Broadcaster”** means an entity that, after having obtained, in its name, uplinking and downlinking permissions, as may be applicable for its channels, from the Central Government, provides programming services.
 - (f) **“Basic Package”** means the Package(s) offered by the Affiliate, which an existing subscriber of the Affiliate’s Permitted Digital Distribution Platform and/or a subscriber joining the Affiliate’s Permitted Digital Distribution Platform has to mandatorily subscribe in order to avail Package(s) offered on the Affiliate’s Permitted Digital Distribution Platform, without additional obligation on such subscriber to subscribe to any other television channel or Add-On Package offered on the Affiliate’s Permitted Digital Distribution Platform.

- (g) **"BST Package"** means a package of free-to-air channels offered by the Affiliate, to subscribers of its Permitted Digital Distribution Platform.
- (h) **"Bouquet"** means package/combination/assortment of channels, from amongst the Channels, offered by the Broadcaster together as a group or as a bundle, as is listed in **Annexure B-2** attached to this Agreement.
- (i) **"CAS"** means conditional access system installed at the DPO's head-end that enables 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.
- (j) **"Cable Operator"** means any legal or natural person who provides Cable Services through a Digital Addressable Cable Television Network or otherwise controls or is responsible for the management and operation of a Digital Addressable Cable Television Network and fulfills the prescribed eligibility criteria and conditions.
- (k) **"Cable Services"** means the transmission by cable of programs including retransmission by cable of any satellite television signals.
- (l) **"Cable Television Network"** means system consisting of set of closed transmission paths and associated signal generation, control and distribution equipment, designed to provide Cable Service for reception by multiple subscribers.
- (m) **"Channels"** means and includes the satellite television channels listed in **Annexure B** attached to this Agreement.
- (n) ¹**"Commercial Subscriber"** means a subscriber who causes the signals of TV channels to be heard or seen by any person for a specific sum of money to be paid by such person whether or not such person actually receives money.
- (o) **"Confidential Information"** means any confidential information disclosed by Broadcaster to the Affiliate while the Affiliate is participating in the affairs/business of Broadcaster and any such other confidential and proprietary information, including the terms and conditions of this Agreement, disclosed by Broadcaster during the Term.
- (p) **"Digital Addressable System"** means 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 the Cable Television Network can be sent by the DPO to its subscriber in an encrypted form, which can be decoded by the device or devices, 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.
- (q) **"Digital Addressable Cable Television Network"** means a Cable Television Network enabled with Digital Addressable System.
- (r) **"DEITY"** means the Department of Electronics and Information Technology.
- (s) **"DOT"** means the Department of Telecommunications under MCIT in India.
- (t) **"DPO"** means any Cable Operator, HITS Operator, DTH Operator and/or IPTV Operator authorized to retransmit signals of satellite television channels through the applicable Permitted Digital Distribution Platform.
- (u) **"DPO Subscribed Channels"** shall have such meaning as is set forth in Clause 8(a) of this Agreement.
- (v) **"EPGN"** shall have such meaning as is set forth in Clause 7(a) of this Agreement.
- (w) **"Equipment"** means equipment comprising of digital satellite receivers together with associated viewing cards and remotes (where applicable) for each of the Subscribed Channels, details of which are set forth in **Annexure B** attached to this Agreement, which enables the Affiliate decrypt the encrypted signals of the Subscribed Channels.
- (x) **"Incentive Terms Compliance Report"** shall have such meaning as is set forth in Clause 11(d) of this Agreement.
- (y) **"Intellectual Property"** means 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.
- (z) **"LCN"** shall have such meaning as is set forth in Clause 7(a) of this Agreement.
- (aa) **"Least Priced Pay Package"** means the Package [*consisting/comprising of one or more pay channel(s) and may or may not have free to air channel(s)*] offered on the Affiliate's Permitted Digital Distribution Platform which has the lowest 'per subscriber per month' rate/tariff as compared to the other Package [*consisting/comprising of one or more pay channel(s) and may or may not have free to air channel(s)*] offered on the Affiliate's Permitted Digital Distribution Platform.
- (bb) **"Marks"** shall mean all Intellectual Property owned or used by Broadcaster from time to time in connection with the Channel(s), including, without limitation, the trade names and trademarks specified by Broadcaster or otherwise notified in writing from time to time.

¹ The definition of Commercial 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 Appeal No. 4(c) of 2015 & 5(C) of 2015 before Hon'ble Telecom Disputes Settlement and Appellate Tribunal, 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.

- (cc) "**MCIT**" means the Ministry of Communications and Information Technology in India.
- (dd) "**Merged Entity**" shall have such meaning as is set forth in Clause 10(a) of this Agreement.
- (ee) "**MIB**" means the Ministry of Information & Broadcasting in India
- (ff) "**Monthly Average Subscriber Level**" means the figure arrived at by summing up the number of Subscribers on the first day of the month in question and on the last day of the month in question and then divided such summed up number by 2 (two).
- (gg) "**Monthly License Fee**" shall have such meaning as is set forth in Clause 4 of this Agreement.
- (hh) "**New Permitted Digital Distribution Platform Service**" shall have such meaning as is set forth in Clause 10(c) of this Agreement.
- (ii) "**Ordinary Subscriber**" means a subscriber who is not a Commercial Subscriber.
- (jj) "**Packages**" means various packages/combo/assortment of channels (comprises of channels of various broadcasters) offered by Affiliate to subscribers of Affiliate's Permitted Digital Distribution Platform.
- (kk) "**Party**" means, individually, the Broadcaster and the Affiliate.
- (ll) "**Parties**" means, collectively, the Broadcaster and the Affiliate.
- (mm) "**Payment Due Date**" shall have such meaning as is set forth in Clause 5(c) of this Agreement.
- (nn) "**Permitted Digital Distribution Platform**" means Digital Addressable Cable Television Network.
- (oo) "**Piracy**" shall have such meaning as is set forth in Clause 15(a) of this Agreement.
- (pp) "**Incentive Plan**" shall have such meaning as is set forth in Clause 8(a) of this Agreement.
- (qq) "**Security Systems**" shall have such meaning as is set forth in Clause 15(a) of this Agreement.
- (rr) "**STB**" means Affiliate provided and/or Affiliate authorized set top box (*embedded with Affiliate designated vendor designed CAS microchip*) installed in the premises of the Subscriber that allows such Subscriber to receive the Subscribed Channel(s) in an unencrypted and descrambled manner through the Affiliate's Permitted Digital Distribution Platform.
- (ss) "**Subscriber**" means an Ordinary Subscriber in the Authorized Area of Transmission who receives signals of the Subscribed Channels from Affiliate's Permitted Digital Distribution Platform at a place indicated by such Ordinary Subscriber and uses the same for domestic purposes without further transmitting it to any other person, and specifically excludes Commercial Subscriber. For the sake of clarity, each STB in the private residential household(s) or private residential multi-dwelling unit(s) of an Ordinary Subscriber receiving the Subscribed Channel(s) from the Affiliate (*either directly or indirectly through Cable Operators, as the case may be*), through Affiliate's Permitted Digital Distribution Platform, shall be treated as one Subscriber.
- (tt) "**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 discounts allowed to the subscriber for each billing period.
- (uu) "**Subscribed Channels**" means the channels from amongst the Channels and/or the Bouquet subscribed/retransmitted by the Affiliate, as are specifically identified by the Affiliate by assigning tick marks (✓) against such channels from amongst the Channels and/or Bouquet listed in **Annexure B-1** and/or **Annexure B-2**, respectively, attached to this Agreement.
- (vv) "**Subscriber Reports**" means the monthly Subscriber reports to be provided by Affiliate to the Broadcaster in terms of Clause 11 of this Agreement.
- (ww) "**Subscriber Report Due Date**" shall have such meaning as is set forth in Clause 11(b) of this Agreement.
- (xx) "**Technical Audits**" shall have such meaning as is set forth in Clause 15(c) of this Agreement.
- (yy) "**Technical Auditor**" shall have such meaning as is set forth in Clause 15(c) of this Agreement.
- (zz) "**Technical Specifications**" means the technical specifications set forth in **Annexure C** to the Agreement and to which, the STBs, CAS and SMS must comply with.
- (aaa) "**Territory**" means the States of Andhra Pradesh and Telangana in India.

- (bbb) “**Term**” means the period commencing from _____, 2016 and expiring on _____, 201____, unless terminated earlier in accordance terms of the other provisions of this Agreement.
- (ccc) “**TDSAT**” means Telecom Dispute Settlement and Appellate Tribunal, New Delhi.
- (ddd) “**TPO**” shall have such meaning as is set forth in Clause 10(a) of this Agreement.
- (eee) “**TRAI**” means the Telecom Regulatory Authority of India.
- (fff) “**Execution Requirements**” means all documents/information required by Broadcaster, from the Operator to facilitate execution of the Agreement and includes all documents/information listed in **Annexure J** of the agreement.

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

- (a) The headings herein are used for convenience only and shall not affect the construction of this Agreement.
- (b) The references to Annexure and Schedule are references respectively to the annexure to this Agreement.
- (c) The reference to the singular includes reference to plural and vice versa.
- (d) The reference to any gender includes a reference to all other genders.
- (e) The term “including” shall mean “including without limitation”.

3. **NON-EXCLUSIVE RIGHTS:**

- (a) On the basis of the representations, warranties and undertakings given by Affiliate, and subject to Affiliate complying with all the terms and conditions as set out in this Agreement (*including but not limited to the payment terms*), Broadcaster hereby grants non-exclusive right to Affiliate to receive the signals of Subscribed Channels through the Equipment directly from designated satellites and retransmit the signals of Subscribed Channels through Affiliate’s Permitted Digital Distribution Platform to the subscribers of Affiliate’s Permitted Digital Distribution Platform in the Authorized Area of Transmission (either directly or through the Cable Operators, if applicable) in a securely encrypted manner during the Term (both to be done at Affiliate’s sole cost and expense) in accordance with the terms and conditions as set out in this Agreement, and Affiliate hereby accepts such grant of rights and agrees and acknowledges to retransmit the signals of the Subscribed Channels to the subscribers of Affiliate’s Permitted Digital Distribution Platform (either directly or through the Cable Operators, if applicable) in the Authorized Area of Transmission in a securely encrypted manner during the Term (both to be done at Affiliate sole cost and expense) in accordance with the terms and conditions as set out in this Agreement.
- (b) All distribution rights not specifically and expressly granted to Affiliate under this Agreement, including without limitation, transmission of the Subscribed Channels through any medium other than the Permitted Digital Distribution Platform and/or through DTH service or IPTV service or HITS service or internet or mobile, and/or through any non-linear platforms including PPV, NVOD, SVOD, VOD, personal computer, mobile telephony, and/or any technology now available or which may become available in future, are deemed to be specifically NOT GRANTED hereunder, withheld and are reserved by the Broadcaster. Affiliate understands and agrees that mere possession of the Equipment and/or access to the signals of the Subscribed Channels does not entitle Affiliate to receive and/or retransmit the signals of the Subscribed Channels and/or use the Equipment in any other manner whatsoever, unless the Affiliate is in full compliance of the other terms and conditions of this Agreement pertaining to the Affiliate’s receipt and retransmission of the Subscribed Channels.
- (a) Affiliate hereby specifically understands and acknowledges that Affiliate shall not have the right to upgrade the standard definition feed of the channels from amongst the Subscribed Channels to high definition feed (*by using any technology now available or which may become available in future*) at the time of re-transmitting such standard definition Subscribed Channels through its Permitted Digital Distribution Platform.
- (b) The grant of the aforementioned rights is subject to Affiliate submitting to the Broadcaster a certified copy of each of the required statutory registrations / licenses / permissions [*as is set forth above before the ‘Recital’ clause*] that may be required under the Applicable Laws, in connection with the ownership and operation by Affiliate of its Permitted Digital Distribution Platform.

4. **MONTHLY LICENSE FEES & CALCULATION THEREOF:**

- (a) For each month or part thereof, during the Term of the Agreement, the Affiliate shall pay the Broadcaster such monthly license fee as shall be computed for such month in the manner set forth below (“**Monthly License Fee**”):
- (i) *In case the Affiliate avails the Bouquet:*
- (i) If the Affiliate is providing the Bouquet as a whole to subscribers of its Permitted Digital Distribution Platform, then the Monthly License Fee payable by the Affiliate for the Bouquet shall be equal to the Bouquet rate per Subscriber per month (*as is set out in Annexure B-2 of this Agreement, which is exclusive of all taxes and levies*) multiplied by the Monthly Average Subscriber Level subscribing the Bouquet.

- (ii) if the Affiliate does not offer the opted Bouquet as a whole to subscribers of its Permitted Digital Distribution Platform but offers only certain channels comprised in the Bouquet or packages the channels comprised in the opted Bouquet in a manner resulting in different subscriber base for different channels comprised in the opted Bouquet, then the payment to Broadcaster for the entire opted Bouquet by the Affiliate shall be calculated on the basis of subscriber base for the channel which has highest subscriber base amongst the channels comprised in the Bouquet.
- (III) In case the Affiliate avails one or more or all Subscribed Channels on a-la-carte basis:
 - (i) If the Affiliate is providing the channels from amongst the Subscribed Channel on a-la-carte basis to subscribers of its Permitted Digital Distribution Platform, then the Monthly License Fee for such a-la-carte channels form amongst the Subscribed Channels shall be equal to the a-la-carte rate per Subscriber per month (as are set out in **Annexure B-1** to this Agreement which are exclusive of all taxes and levies) multiplied by the Monthly Average Subscriber Level subscribing such channels from amongst the Subscribed Channels on a-la-carte basis.
 - (ii) If the Affiliate does not offer such opted a-la-carte channel(s) from amongst the Subscribed Channels as a-la-carte to subscribers of its Permitted Digital Distribution Platform but offers the a-la-carte channel(s) from amongst the Subscribed Channels in Package(s), then the payment to Broadcaster for each of the a-la-carte channels from amongst the Subscribed Channels shall be calculated on the basis of subscriber base of the Package(s) in which such opted a-la-carte channel from amongst the Subscribed Channels has been placed.
- (III) In case the Affiliate avails one or more channels (which do not form part of the Bouquet) from amongst the Subscribed Channels on a-la-carte basis and also opts for the Bouquet then:
 - (i) For Bouquet, the Monthly License Fee shall be calculated on the basis of Clause 4(a)(I) above.
 - (ii) For a-la-carte channels from amongst the Subscribed Channels, the Monthly License Fee shall be calculated on the basis of Clause 4(a)(II) above.
- (b) However, if the Affiliate has opted for any of the Remunerative Incentive Plan, then the Monthly License Fee shall be computed post taking into consideration the percentage of incentive(s) that the Affiliate shall be entitled to receive basis the Affiliate's choice of the Remunerative Incentive Plan and shall always be subject to the Affiliate's compliance throughout the Term of the Agreement with the terms and conditions of this Agreement and the terms and conditions pertaining to such Remunerative Incentive Plan.

5. **PAYMENT TERMS:**

- (a) The Affiliate shall provide to Broadcaster the Subscriber Report for the applicable month, detailing therein the opening, closing and average number of Subscribers for that month, on or before the applicable Subscriber Report Due Date.
- (b) The Broadcaster has to raise monthly invoices on the Affiliate, towards Monthly License Fee for the Subscribed Channels under this Agreement. Accordingly, the Broadcaster, shall raise monthly invoices towards the applicable Monthly License Fee (together with applicable taxes) within 10 (ten) days of receipt of the Subscriber Report for such month from the Affiliate. In case the Affiliate 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 the Affiliate. However, the provisional invoice shall be for an amount not more than the Monthly License Fee that was payable by the Affiliate for the immediate preceding month. On receipt of the Subscriber Report for such month from the Affiliate, the Parties would conduct reconciliation between the provisional invoice raised by Broadcaster and the Subscriber Report for such month sent by the Affiliate.
- (c) Affiliate shall be required to make payment of the applicable Monthly License Fee invoice to Broadcaster within ten (10) days of receipt of such invoice from the Broadcaster ("**Payment Due Date**"). Any/all payments required to be made by Affiliate under this Agreement shall be paid by Affiliate to Broadcaster in Indian Rupees by demand draft/pay order/cheque drawn in favour of "**EENADU TELEVISION PRIVATE LIMITED**", unless instructed otherwise in writing by Broadcaster and such payment, subject to realisation of funds, shall be valid discharge of Affiliate's payment liability towards the Broadcaster under this Agreement. No cash payments shall be made by Affiliate towards any payments/dues whatsoever.
- (d) Failure of the Affiliate to make payment of the applicable Monthly License Fee by the applicable Payment Due Date in terms of this Agreement shall constitute a material breach hereunder. Any payment(s) which remain unpaid beyond the applicable Payment Due Date shall attract interest at the rate of 18% per annum payable by Affiliate to the Broadcaster. The imposition and collection of interest on late payments does not constitute a waiver of Affiliate's obligation to make applicable payment(s) by the applicable Payment Due Date, and the Broadcaster shall retain all of its other rights and remedies under the Agreement and/or Applicable Laws.
- (e) For the sake of clarity, if under applicable tax laws, any payments under this Agreement by the Affiliate to the Broadcaster, are subject to deduction of withholding taxes, then the Affiliate shall (i) deduct/withhold the applicable withholding tax amount in the name of Broadcaster whose PAN number is AACCM7226P, (ii) remit/deposit such deducted withholding tax amount to the applicable Indian tax authority in the name of the 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.

- (f) Except as stated in Clause 5(e) of this Agreement, Affiliate shall have no right to withhold or claim adjustment/set off the Monthly License Fee under this Agreement for any reason whatsoever (including but not limited to by virtue of any alleged loss of subscriber, counterclaim against the Broadcaster, etc.).
- (g) All payments collected by the Broadcaster from the Affiliate shall be on First In First Out (FIFO) basis.

6. PACKAGING:

- (a) The Affiliate shall package the Subscribed Channel(s) in accordance with Applicable Laws.
- (b) The Affiliate undertakes to the Broadcaster that the Subscribed Channels shall not be disadvantaged and/or discriminated and/or adversely target and/or otherwise treated less favorably by the Affiliate with respect to other channels of similar genre while pricing and including the Subscribed Channels in any of its Package(s). Once a Subscribed Channel has been included in a Package(s), the said Subscribed Channel shall not be selectively switched off or taken off air by the Affiliate unless all other channels comprised in such Package(s) have been switched off or taken off air. Provided that this provision shall not apply on suspension of signals or on termination or expiry of this Agreement, whereby the Subscribed Channel(s) is taken off air or switched off.
- (c) However, if Affiliate opts for the remunerative packaging and EPGN/LCN incentive under the Remunerative Incentive Plan, in terms of Clause **Error! Reference source not found.**(b)(i) of this Agreement, then the Affiliate shall package the Subscribed Channel(s) in such manner as is set forth in **Annexure D-4** of this Agreement so as to be eligible for the applicable incentive under the Remunerative Incentive Plan.

7. LOGICAL CHANNEL NUMBERING ("LCN"):

- (a) Affiliate undertakes to the Broadcaster that it shall not adversely target and/or disadvantage and/or discriminate the Subscribed Channel(s) against channels of similar genre and language in any manner whatsoever while determining the Logical Channel Numbers ("LCN") and/or the Electronic Programming Guide Numbering ("EPGN") of the Subscribed Channel(s) on the Affiliate's Permitted Digital Distribution Platform (either directly or through the Cable Operators). Any changes to the EPGN/LCN on Affiliate's Permitted Digital Distribution Platform shall be made in good faith without targeting the Channel(s) for discriminatory treatment vis-à-vis other channels falling within the same genres.
- (b) However, if Affiliate opts for the remunerative packaging and EPGN/LCN incentive under the Remunerative Incentive Plan, in terms of Clause **Error! Reference source not found.**(b)(i) of this Agreement, then the Affiliate shall grant such EPGN/LCN positions for the Subscribed Channel(s) on the Affiliate's Permitted Digital Distribution Platform as is set forth in **Annexure D-4** of this Agreement so as to be eligible for the applicable incentive under the Remunerative Incentive Plan.

8. REMUNERATIVE INCENTIVE PLAN:

- (a) For the purpose of this Agreement, the expression "**Incentive Plan**" means a percentage of incentive on the Bouquet rate per Subscriber per month (*as mentioned in Annexure B-2 of this Agreement*) which a DPO of a Permitted Digital Distribution Platform shall be entitled to receive only upon such DPO subscribing to the Bouquet and also complying with the terms and conditions that entitle the DPO to receive the signals of the channels subscribed by such DPO from amongst the Channels ("**DPO Subscribed Channels**") at such incentivized Bouquet rate per Subscriber per month. The purpose of the Remunerative Incentive Plan is motivational, and is subject to the DPO's complete adherence/compliance with the terms and conditions contained in this Agreement, including the DPOs' adherence with the terms and conditions pertaining to the applicable Remunerative Incentive Plan chosen by the DPO and is subjective in nature, being performance linked. It is clarified that if the DPO Subscribed Channels comprise of only those channels from amongst the Channels which the DPO has subscribed on a-la-carte basis only, then the DPO shall NOT be entitled to opt for any of the Remunerative Incentive Plan and hence shall not be entitled to any incentive.
- (b) In view of the above, the various Remunerative Incentive Plans offered by the Broadcaster during the Term of the Agreement to DPOs of Permitted Digital Distribution Platform (*subject to the DPOs' compliance with the terms and conditions of this Agreement and DPO's adherence/compliance of the terms and conditions pertaining to the applicable Remunerative Incentive Plan chosen by the DPO*) are as set forth below, which shall entitle the DPOs to receive incentive on the Bouquet rate per Subscriber per month mentioned in Annexure B-2 of this Agreement:
- (i) If a DPO, throughout the Term of the Agreement –
- packages all the DPO Subscribed Channels (on its Permitted Digital Distribution Platform) in such manner as is set forth in **Annexure D-4** of this Agreement and also grants such EPGN/LCN positions to all the DPO Subscribed Channels (on its Permitted Digital Distribution Platform) as are set forth in **Annexure D-4** of this Agreement; then the DPO shall be entitled to receive such percentage of packaging incentive on the applicable Bouquet rate per Subscriber per month as is set forth in **Annexure D-1** attached to this Agreement.
- (ii) For each applicable month of the Term of the Agreement, depending on the DPO's subscriber base (*i.e., number of Subscribers subscribing to pay channel(s) from amongst the DPO Subscribed Channels on a-la-carte basis and number of Subscribers subscribing to Package(s) comprising of one or more pay channels from amongst the DPO Subscribed Channels*) in a particular month of the Term, the DPO shall be entitled to such percentage of incentive on the already incentivized Bouquet rate per Subscriber per month (*i.e., the Bouquet rate per Subscriber per month mentioned in*

Annexure B-2 of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement) as is set forth in **Annexure D-2** attached to this Agreement. For the sake of clarity, a DPO shall be entitled to this form of remunerative incentive only if the DPO has subscribed to the Bouquet listed in **Annexure B-2** of this Agreement and has also subject to the Operator becoming eligible for the packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement.

(iii) For each applicable month of the Term of the Agreement, if a DPO furnishes the applicable Subscriber Report for such month at least 5 (five) days before the applicable Subscriber Report Due Date, and also if such DPO makes payment of the applicable Monthly License fee at least 5 (five) days before the applicable Payment Due Date, then the DPO shall be entitled to such percentage of incentive on the already incentivized Bouquet rate per Subscriber per month (*i.e., the Bouquet rate per Subscriber per month mentioned in Annexure B-2 of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(ii) of this Agreement*) as is set forth in **Annexure D-3** attached to this Agreement.

- (c) Basis the Affiliate's choice of the Remunerative Incentive Plan (*as indicated by the Affiliate by assigning tick marks (✓) against such Remunerative Incentive Plan in **Annexure D-1** to **Annexure D-2**, as applicable*), the Affiliate has to mandatorily comply in full with the applicable terms and conditions of the Agreement, including the respective compliances set forth in this Agreement, (with respect to the remunerative incentives captured in Clause 8(b)(i) to Clause 8(b)(iii)), which are necessary to be complied with for enabling the Affiliate to reap benefits under such Remunerative Incentive Plan, failing which, the Affiliate shall not be entitled to receive any incentive(s) under the chosen Remunerative Incentive Plan.
- (d) The Affiliate hereby further specifically understands and acknowledges without demur that compliance of the terms and conditions of the chosen Remunerative Incentive Plan under Annexure D-1 of this Agreement for only a certain number of month/weeks/days of the Term shall NOT ENTITLE the Affiliate to obtain incentive(s) under such Remunerative Incentive Plan, and the other cascading remunerative incentives in terms of Clause 8(b)(ii) to Clause 8(b)(iii) of this Agreement, for such limited number of month/weeks/days of the Term during which the Affiliate was in compliance of the applicable terms and conditions.
- (e) Any non-compliance of the Remunerative Incentive Plan by the Affiliate shall dis-entitle the Affiliate to receive any incentive(s) under the said Remunerative Incentive Plan and the other cascading remunerative incentive plans in terms of Clause 8(b)(ii) to Clause 8(b)(iii) of this Agreement, and in that event, the Affiliate shall be charged for the Subscribed Channels on the basis of the applicable original (*i.e., non-incentivized*) Bouquet rate per Subscriber per month as is mentioned in Annexure B-2 of this Agreement and treatment as provided in Clause **Error! Reference source not found.** shall be meted out.

9. **CONSEQUENCES OF AFFILIATE'S BREACH OF APPLICABLE TERMS AND CONDITIONS FOR OBTAINING INCENTIVE(S) UNDER THE APPLICABLE INCENTIVE PLAN:** The Affiliate hereby specifically understands and agrees that if, during any month, it comes to the notice of the Broadcaster, that the Affiliate is not in compliance of the respective terms and conditions which would have entitled the Affiliate to obtain remunerative incentive Plan and the other cascading remunerative incentives in terms of Clause 8(b)(ii) to Clause 8(b)(iii) of this Agreement, then the Broadcaster, shall have the right to either:

- (a) raise a debit note on the Affiliate, in the immediate succeeding month, for such amount as shall be equivalent to the amount of incentive that was received by the Affiliate in such month in which the Affiliate was in the referred non-compliance;

Or, at the discretion of the Broadcaster

- (b) increase the Monthly License Fee invoice for the immediate succeeding month by such amount as shall be equivalent to the amount of incentive that was received by the Affiliate in such month in which the Affiliate was in the referred non-compliance.

10. **MERGER / ACQUISITION:**

- (a) If the Affiliate merges with, acquires, takes over a third party operator operating the same Permitted Digital Distribution Platform as the Affiliate in the Authorized Area(s) of Transmission ("**TPO**"), then the signals of the Subscribed Channel(s) shall not be retransmitted to the subscribers of such TPO, post such merger/acquisition. If following such merger/acquisition/take over, the Affiliate or the merged entity forming out of such merger/acquisition/take over ("**Merged Entity**") is desirous of retransmitting signals of the Subscribed Channel(s) to the acquired/merged subscribers of the TPO, then the Affiliate/Merged Entity and the Broadcaster, shall within 30 (thirty) days of a written intimation of such merger/acquisition/take over from the Affiliate/Merged Entity, mutually discuss and negotiate the commercial terms and conditions under which signals of the Subscribed Channel(s) can be retransmitted to the acquired/merged subscribers of the TPO.

- (b) For the sake of clarity, the Affiliate shall continue to pay the applicable Monthly License Fee under this Agreement in the manner contemplated herein and the mutually negotiated license fee for acquired/merged subscribers of the TPO shall be over and above the License Fee obligation of the Affiliate under this Agreement.
- (c) It is expressly agreed by the Affiliate that this Agreement does not cover retransmission of Subscribed Channel(s) to any new Permitted Digital Distribution Platform, either independently by the Affiliate or in joint venture with any other entity (“**New Permitted Digital Distribution Platform Service**”). If the Affiliate is desirous of retransmission of signals of the Subscribed Channel(s) to such New Permitted Digital Distribution Platform Service, the Affiliate shall provide 60 (sixty) days’ prior written notice to the Broadcaster, for discussion of commercial terms of such retransmission. It is specifically agreed that the commercial terms for retransmission to such New Permitted Digital Distribution Platform Service shall be in addition to the current Monthly License Fee payable by the Affiliate in terms of this Agreement.
- (d) It is hereby clarified that if applicable, in the event the Affiliate provides connectivity through its Permitted Digital Distribution Platform to any Cable Operator which was earlier taking signals from any other TPO in the Authorized Area(s) of Transmission, then the signals of the Subscribed Channel(s) shall not be retransmitted to Cable Operator. If the Affiliate is desirous of retransmitting signals of the Subscribed Channel(s) to the subscribers of such Cable Operator, then the Affiliate and the Broadcaster shall mutually discuss and negotiate the commercial terms and conditions under which signals of the Subscribed Channel(s) can be retransmitted to the subscribers of such Cable Operator.

11. SUBSCRIBER REPORTS:

- (a) Affiliate shall maintain at its own expense a SMS which should be fully integrated with the CAS.
- (b) With respect to each month of the Term, or part thereof, the Affiliate shall mandatorily provide to the Broadcaster the duly complete and accurate Subscriber Report, in such format as is set forth in **Annexure E** or in such format as may be provided by the Broadcaster from time to time, within seven (7) days of the immediate succeeding month (“**Subscriber Report Due Date**”).
- (c) If any Subscriber has opted for more than one connection/STB from Affiliate, all such additional connections/STBs must feature in the Subscriber Report. Each such Subscriber Reports shall provide details that have been segregated Package wise, Subscribed Channel wise, city/area wise and Affiliate’s affiliated local cable operator wise and shall be signed and attested by an officer of Affiliate 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.
- (d) In case the Affiliate has opted for any Incentive Plan(s), then at the time of submission of the Subscriber Report, the Affiliate shall also provide a report to the Broadcaster, which evidences in detail the Affiliate’s full compliance with the applicable terms and conditions of the availed Incentive Plan(s) (“**Incentive Terms Compliance Report**”). Each such reports shall also be signed and attested by an officer of Affiliate 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.
- (e) Affiliate shall maintain throughout the Term and for twelve (12) months thereafter (or such longer period as required by law) sufficient records to enable the Broadcaster to verify and ascertain (i) veracity of the Subscriber Reports supplied by Affiliate pursuant to this Clause, and (ii) Affiliate’s compliance with its anti-piracy obligations as set out in this Agreement.

12. AUDIT:

- (a) Broadcaster, shall have the right, four times during each 12 (twelve) months’ period of the Term, to review and/or audit the SMS, CAS, other related systems and records of SMS of Affiliate relating to the Subscribed Channels provided under the Agreement, the information contained in Subscriber Reports and full compliance with the terms and conditions of the Agreement. The broad scope of such audits is set out in **Annexure F**.
- (b) Affiliate shall remain the sole owner and holder of all customer databases compiled by Affiliate under the Agreement.
- (c) Affiliate 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 Subscriber, including name, address, chosen method of payment and billing;
 - (ii) administering subscriptions of 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 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 Affiliate’s broadcaster for the sale to Subscribers of programming packages;
 - (v) obtaining and distributing receivers and smartcards, if applicable, to 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 Subscribers from time to time in its discretion.

- (d) The Affiliate shall provide full cooperation to the Broadcaster's auditors in order to carry out the audit including but not limited to granting unfettered, unqualified and unrestricted access to the Affiliate's facilities and systems including but not limited to SMS, CAS, IT systems and providing documents as may be required by the auditors. The Affiliate 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..
- (e) In the event an audit in terms of Clause 12(a) of this Agreement reveals that there are discrepancies in the monthly Subscriber Report (required in terms of this Agreement) and the monthly Incentive Terms Compliance Report (if applicable) furnished by the Affiliate for the period of the audit and the actual number of Subscribers / LCN positioning / channel penetration for any such month of the period of the audit and/or such audit reveals that the Affiliate has falsely furnished any such detail which has a bearing on the computation of the Monthly License Fee payable by the Affiliate, then the Affiliate shall, on the demand of the Broadcaster, pay such amount of money to the Broadcaster, , within 7 (seven) days' of demand from Broadcaster, as shall be payable towards compensation of the shortfall amount, in terms of the outcome of the audit, along with interest computed at the rate of 18% per annum from the actual date of such unpaid amount becoming due and payable.

13. EQUIPMENT:

- (a) The Broadcaster, shall at the request of the Affiliate supply or cause to be supplied the Equipment to the Affiliate or has already supplied such Equipment directly or through suppliers nominated by it. The Equipment shall at all times remain the sole and exclusive property of the Broadcaster.
- (b) In the event the Affiliate ceases to operate its Permitted Digital Distribution Platform, the Equipment supplied by the Broadcaster, to the Affiliate shall be returned forthwith to the Broadcaster. In case the Equipment are damaged due to negligence of the Affiliate, the Broadcaster, shall be authorized to recover the actual repair cost from the Affiliate and in the event the Equipment are beyond repair, the Affiliate shall be liable to pay to the Broadcaster the cost of such Equipment as on the date it was supplied to the Affiliate.
- (c) In order to take back possession of the Equipment from Affiliate, Affiliate shall ensure that the personnel/ representative of the Broadcaster is allowed free and unobstructed access to the premises of Affiliate where the Equipment are installed, and Affiliate shall not interfere with such procedure.

14. OBLIGATIONS OF AFFILIATE:

- (a) Affiliate shall, at its own cost and expense, receive the Subscribed Channels from designated satellites and retransmit the Subscribed Channels to the Subscribers through its Permitted Digital Distribution Platform (either directly or through authorized Cable Operators) to the Subscribers in the Authorized Area of Transmission.
- (b) Affiliate shall raise monthly invoices on the Subscribers towards subscription of the channels (from amongst the Subscribed Channels) and Affiliate shall collect such invoiced monthly fees from the Subscribers. It is however clarified that irrespective of Affiliate's collection of the invoiced monthly amounts from the Subscribers Affiliate shall pay the Monthly License Fee to the Broadcaster in a timely manner.
- (c) In case the Affiliate obtains any of the Incentive Plan, then the Affiliate shall ensure that it shall throughout the Term of the Agreement comply in full with the respective terms and conditions for obtaining benefits under the applicable Incentive Plan(s) chosen by the Affiliate.
- (d) Affiliate shall obtain from the Broadcaster and/or the appointed agencies from time to time), the EPG/FPCs for the Channels and ensure that such EPG/FPCs are displayed on the EPG of Affiliate's Permitted Digital Distribution Platform.
- (e) Affiliate shall, in a non-discriminatory manner, ensure retransmission of such high quality encrypted signal of the Subscribed Channels to the Subscribers as are equal to or better than other channels of the same genre on Affiliate's Permitted Digital Distribution Platform.
- (f) Affiliate 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, with updated piracy reports.
- (g) Affiliate shall ensure that none of the Subscribed Channels shall be disadvantaged or otherwise treated less favorably by Affiliate with respect to competing channels on a genre basis.

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 Affiliate shall, prior to the commencement of the Term of the Agreement 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 G** and/or may be specified, in a non-discriminatory manner in writing, from time to time, by the Broadcaster. The Affiliate granting access to the Subscribed Channels to its subscribers outside/beyond the DAS Area of Transmission through the Affiliate's Permitted Digital Distribution Platform shall tantamount to the Affiliate allowing unauthorized access to the Subscribed Channels.

- (b) Affiliate 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) To ensure the Affiliate's ongoing compliance with the security requirements set out in the Agreement, the Broadcaster may require technical audits ("**Technical Audits**") conducted by an independent security technology auditor ("**Technical Auditor**"), approved by the Broadcaster, , in writing no more than twice during each 12 (twelve) months' period of the Term, at the Broadcaster's cost and expense. If the results of any Technical Audits are not found to be satisfactory by either the Affiliate or the Broadcaster, , then the Broadcaster, shall work with the Affiliate in resolving the issues in the next fourteen (14) business days. If a solution is not reached at by then, the Broadcaster, may, in its sole discretion, suspend the Affiliate's right to distribute the Subscribed Channels or take other actions as provided under the Agreement, until such systems, procedures and security measures have been corrected to the satisfaction of the Broadcaster. The Affiliate shall bear the cost and expense of any subsequent Technical Audit to verify that the systems, procedures and security measures have been corrected by the Affiliate to the satisfaction of the Broadcaster.
- (d) Affiliate shall deploy finger printing mechanisms 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.
- (e) The Affiliate shall not authorize, cause or suffer any portion of any of the Subscribed Channels to be recorded, duplicated, cablecast, exhibited or otherwise used for any purpose other than for distribution by the Affiliate at the time the Subscribed Channels are made available. If the Affiliate becomes aware that any unauthorized third party is recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Subscribed Channels for any other purpose, the Affiliate shall within 10 minutes of so becoming aware of such recording, duplicating, cable casting, exhibiting or otherwise using any or all of the Subscribed Channels for any other purpose, notify the Broadcaster, , and the Affiliate shall also deactivate the concerned STB to prevent such unauthorized use. However, use of a STB with personal video recorder/digital video recorder facility which has been supplied by the Affiliate shall not be treated as unauthorized use, as long as such STB is used in accordance with the terms and conditions of this Agreement.
- (f) If so instructed by Information (as defined below) by the Broadcaster, , the Affiliate shall deactivate or de-authorize the transmission to any unauthorized subscriber/subscriber indulging in piracy, within 10 minutes from the time it receives such Information instruction from the Broadcaster,. Any communication under this Clause shall be considered as valid Information only if (i) the information is sent through e-mail 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 e-mail and the Affiliate shall be under obligation to act upon such information.
- (g) Broadcaster plans to actively combat piracy of the Channels in the Territory and the Affiliate undertakes to provide all such assistance to the Broadcaster, with respect to the Subscribed Channels, as may be reasonably required by the Broadcaster in that regard. The Affiliate shall, at its own expense, take all necessary steps to comply with obligations set forth in **Annexure G**.

16. REPRESENTATION BY BOTH PARTIES:

- (a) The Broadcaster represents to the Affiliate that it has the requisite powers and authority to enter into the Agreement, and to fully perform its obligations hereunder. Similarly, the Affiliate represents to the Broadcaster that it has requisite power and authority to enter into the Agreement and to fully perform its obligations hereunder.
- (b) Either 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 with any third party.
- (c) Either Party shall comply with the Applicable Laws. Additionally, the Parties are aware of the anti-corruption laws of the Territory, and understand their relevance to this Agreement. Each Party shall, and shall cause its respective directors, officers, employees and agents to, engage only in legitimate business and ethical practices in commercial operations and in relation to governmental authorities. Neither Party shall, and shall ensure that its respective officers, directors, employees or agents shall not, offer, pay or promise, directly or indirectly, to any governmental official or political party or official thereof, or any candidate for political office, or any person or entity for the purpose of (i) influencing any act or decision of such person, entity or party to obtain or retain business or (ii) inducing such person, entity or party to influence any act or decision of any national, state or local government or instrumentality thereof. For the purpose of this Agreement, "governmental official" shall include any officer or employee of a government authority or any person acting in an official capacity for or on behalf of such government authority. Parties agree to instruct their directors, officers, employees and agents to participate in training to ensure adequate understanding of the Anti-Corruption Laws. This Clause shall survive expiry / prior termination of this Agreement.

17. REPRESENTATIONS AND WARRANTIES OF THE BROADCASTER:

- (a) As on date of this Agreement, the Channels are registered in the Territory with MIB and with any other authority as required under Applicable Law.
- (b) The distribution of the Channels is allowed in the Territory.

- (c) No court or tribunal or any other authority has passed an order forbidding the distribution of the Channels in the Territory.
- (d) It shall keep Affiliate informed of any order or direction of any authority or court or tribunal suspending, banning or forbidding the distribution of the Channels.

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

- (a) The Affiliate shall provide the following at the time of Audit:-
 - ☐ CAS declaration from the Conditional access vendor (CA declaration form enclosed as **Annexure H**); and
 - ☐ SMS declaration from the SMS vendor (SMS declaration form enclosed as **Annexure I**).
- (b) Affiliate has a valid and subsisting license from the applicable statutory authority which permits the Affiliate to operate its Permitted Digital Distribution Platform and Affiliate undertakes to 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.
- (c) The STBs, CAS and SMS shall comply with the Technical Specifications and Affiliate agrees that the STBs, and their installed CAS microchip, used by the Subscribers shall prohibit use of digital outputs as set out in **Annexure C**.
- (d) Affiliate undertakes that it shall furnish the details of encryption system of the Affiliate's Permitted Digital Distribution Platform used for encrypting the signals of channels available on the Affiliate's Permitted Digital Distribution Platform and undertakes that the same encryption system shall be used for scrambling the signal of the Subscribed Channels or their retransmission. Affiliate further undertakes that any material changes to Affiliate's Permitted Digital Distribution Platform security and encryption technology (other than standard software upgrades which are deemed not to be material changes) during the Term shall be done by Affiliate only after obtaining prior approval from Broadcaster,
- (e) The Affiliate shall not retransmit the Subscribed Channels via any medium other than the Affiliate's Permitted Digital Distribution Platform identified by the Affiliate in this Agreement.
- (f) The Affiliate shall not offer any pay channel(s) from amongst the Subscribed Channels as a free to air channel to the Subscriber.
- (g) Affiliate represents that as on the date of commencement of this Agreement, the number of Subscribers receiving signals of the Subscribed Channels in the Authorized Area of Transmission through Affiliate's Permitted Digital Distribution Platform is as set forth in **Annexure K** attached to this Agreement.
- (h) The Affiliate shall provide the Subscriber Reports, the Incentive Terms Compliance Report and pay Monthly License Fee, together with applicable taxes, in a timely manner.
- (i) Affiliate undertakes that the Subscribed Channels shall not be disadvantaged or otherwise treated less favorably by Affiliate in the Package(s) offered on its Permitted Digital Distribution Platform.
- (j) The Affiliate shall make available to the Broadcaster, every month, logs containing channel wise history of all the activations and de-activations of all the 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 CAS provider personnel of a rank not less than that of Chief Technical Officer/Chief Operating Officer/Head of Department.
- (k) The Affiliate 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.
- (l) The Affiliate shall provide the Broadcaster, for anti-piracy monitoring of every Subscribed Channel/Package distributed/retransmitted by the Affiliate's Permitted Digital Distribution Platform, 10 STBs for which the Broadcaster shall pay applicable charges.
- (m) The Affiliate shall not distribute the Subscribed Channels to any Commercial Subscribers for which one or more separate agreement(s) shall be executed between the Parties at rates applicable for Commercial Subscribers.
- (n) All applicable Execution Requirements, as listed in **Annexure J** of this Agreement, provided by Affiliate to the Broadcaster are correct.
- (o) The Affiliate shall maintain for the Subscribed Channels first-class signal transmission quality in accordance with the highest industry standards in the Territory, subject to the signals of the Channels getting delivered to the Affiliate of a quality sufficient to permit the Affiliate to reasonably comply with such standards. Affiliate 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 (which represents service outages incurred by Subscribers not exceeding approximately 22 minutes 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 Affiliate 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 Affiliate 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 Affiliate'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 Affiliate undertakes to retransmit the 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; and, (ii) replacing, modifying, deleting, imposing or superimposing of advertisements or otherwise tampering with the content of the Subscribed Channels.

- (s) The Affiliate undertakes not to, either itself or through others, copy, tape or otherwise reproduce any part of the Subscribed Channels. The Affiliate 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 Channels 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. It is understood that this shall not apply to Subscribers using STBs with PVR/DVR facilities. However, cloud based PVR/DVR facilities is prohibited. Further, the Affiliate undertakes & ensures that content stored in the DVR and/or external storage device should always be encrypted as a 'Copy Protect' feature and shall be encrypted & not play on any other device(s).
- (t) The Affiliate shall not push content onto the STBs, there shall not be automatic advertisement skipping function and/or the Affiliate shall not create a virtual video-on-demand or other on demand service in respect of the Subscribed Channels.
- (u) The Affiliate undertakes not to 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.
- (v) The Affiliate shall always encourage the Subscribers/consumers to subscribe/avail and view all the Subscribed Channel(s). Affiliate further undertakes that it 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).
- (w) The Affiliate hereby undertakes not to introduce any such scheme/offer which may jeopardize the availability of the Subscribed Channel(s) on the STBs of the Affiliate's Permitted Digital Distribution Platform in any manner.
- (x) The Affiliate undertakes not to pledge, charge, encumber or in any way part with the possession of the Equipment without prior written permission of Broadcaster. Further, the Affiliate undertakes not to remove or shift or allow removing or shifting, the Equipment from the Installation Address detailed in the Principal Terms of this Agreement or allows anybody else to do the same, without prior written permission of Broadcaster and shall indemnify against any damage, destruction, theft or loss of the Equipment.
- (y) Affiliate undertakes not to modify, misuse or tamper with the Equipment including the seal (paper seal to prevent opening of the Equipment) or any signals emanating there from, in a manner that prevents the identification of the Equipment number or interferes with the signals emanating there from.
- (z) The Affiliate undertakes to keep the Equipment 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 Equipment.
- (aa) Upon expiry/termination of the Agreement, the Affiliate undertakes to return to Broadcaster the Equipment in good working condition and pay to Broadcaster all outstanding payments that may be payable to Broadcaster under the Agreement on the date of termination.
- (bb) Upon change in the designated satellite of the Subscribed Channels, the Affiliate undertakes to make all necessary arrangements to ensure continued access to the Subscribed Channels at its own expense.
- (cc) The Affiliate undertakes to promptly intimate the Broadcaster, of any change in ownership or sale of the business/assets of the Affiliate.
- (dd) The Affiliate undertakes to keep accurate and complete records and accounts of billings of the Subscribers and make such records available to the Broadcaster and/or its representatives for inspection/audit upon reasonable notice. The Affiliate undertakes to provide all assistance to Broadcaster for conducting survey to determinate the actual subscriber base of the Affiliate. The Affiliate undertakes to furnish and submit to Broadcaster all information and/or documents as may be required by Broadcaster from the Affiliate from time to time.
- (ee) Affiliate authorizes and consents to the use of his/her personal or sensitive personal information, as provided by it in terms of this Agreement, by the Broadcaster including its affiliates, agents, representatives, advisors or subcontractors for such lawful purposes as may be necessary pursuant to this Agreement.

19. **TERMINATION:**

- (a) Either Party shall have the right to terminate this Agreement by giving 21 (twenty one) days' written notice, as per Applicable Laws, to the other Party if such other Party is breach of any of the terms and conditions of this Agreement and such other Party fails to rectify such breach Party within the referred 21 (twenty one) days' notice period.
- (b) Either Party has a right to terminate this Agreement by a written notice, subject to Applicable Law, to the other in the event of the bankruptcy, insolvency or appointment of receiver over the assets of the other Party.
- (c) Broadcaster shall have the right to terminate this Agreement by a written notice to Affiliate if (i) the registrations / licenses / permissions necessary for Affiliate to operate its Permitted Digital Distribution Platform is/has being revoked; (ii) Affiliate breaches any of the Anti-Piracy Requirements and fails to cure such breach within ten (10) days of being required in writing to do so; or (iii) Broadcaster discontinues the Subscribed Channels with respect to all distributors and provides Affiliate with a written notice as per Applicable Laws.
- (d) Broadcaster shall have the right to forthwith terminate this Agreement and disconnect/deactivate signals of the Subscribed Channels to Affiliate and/or take any other action as may be appropriate, upon occurrence of any of the following:

- (i) in case of dissolution of the partnership or winding up proceedings initiated against Affiliate;
 - (ii) in the event of assignment of the Agreement by Affiliate without prior written approval of Broadcaster;
 - (iii) if Affiliate voluntarily or by operation of law loses control of the means to distribute the Subscribed Channels (including but not limited to entering into an agreement/arrangement with another Broadcaster for operational and/or administrative and/or funding purposes, etc.);
 - (iv) in the event the Broadcaster is subjected to legal, governmental or other adverse action under applicable treaties, tariffs or Applicable Laws that restrict the right of the Broadcaster to provide the Subscribed Channels or any part thereof to Affiliate or limit Affiliate's right or authorization to distribute/retransmit the Subscribed Channels or in the event of any court order which prevents/restricts the Broadcasters to provide the Subscribed Channels to Affiliate under the terms of this Agreement.
- (e) Affiliate may terminate this Agreement on written notice to the Broadcaster if the Affiliate discontinues its Permitted Digital Distribution Platform and provides at least ninety days prior written notice.
 - (f) 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 Subscribed Channels ,
 - (ii) The Affiliate shall immediately return the Equipment of the Subscribed Channels to the Broadcaster in good working condition failing which the Affiliate shall be liable to compensation/damages, equivalent to the Monthly License Fee last paid by the Affiliate, for each month of delay, on a pro-rata basis,
- (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) The Affiliate shall within seven (7) days of the expiry/termination 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 termination failing which, such outstanding amounts shall be payable together with interest at the rate of 24% per annum computed from the period of such outstanding becoming due and payable until the date of payment of such outstaying, along with applicable interest, in full.
- (d) Those provisions of this Agreement that are explicitly, or by their nature, are intended to survive termination or expiry of this Agreement shall survive termination or expiry of this Agreement.

21. INTELLECTUAL PROPERTY RIGHTS:

- (a) It is expressly agreed and understood that the Affiliate 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 related to the Subscribed Channels shall belong exclusively to the Broadcaster of each Subscribed Channel or its respective affiliated companies or licensor. Affiliate shall not acquire any proprietary or other rights in the Intellectual Property to which Broadcaster or its associates or subsidiaries or Broadcaster assert proprietary or other rights, which Broadcaster may notify the Affiliate from time to time in writing, and agrees not to use the Intellectual Property in any corporate or trade name. Affiliate may use the Intellectual Property solely for the purpose of advertising and promoting the Subscribed Channels only with the prior written consent of Broadcaster. Marketing materials generated by the Affiliate may refer to the Intellectual Property only if it is clear that such Intellectual Property represent trademarks or service marks for the Subscribed Channels, which are distributed by the Affiliate. Such marketing materials shall require the prior written approval of Broadcaster. Affiliate shall not acquire any proprietary or other rights over the Marks, and agrees not to use Marks without prior written consent of Broadcaster. Unless notified to the contrary by 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. To the extent any of such rights are deemed to accrue to the Affiliate, Affiliate agrees that such rights are the exclusive property of Broadcaster, as applicable. reserves the right to inspect any such material at any time without prior notice. Affiliate 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. Affiliate shall include appropriate copyright and other legal notices as Broadcaster may require, and shall promptly call to the attention of Broadcaster the use of any Intellectual Property or of any names or marks that resemble any Intellectual Property by any third party in the Territory. Affiliate shall within 10 days after termination of this Agreement return to 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 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 Affiliate of any Intellectual Property. To the extent permissible by law, Affiliate

hereby appoints Broadcaster its lawful attorney-in-fact irrevocably to carry out any legal action required to cancel any registration or application for registration obtained or made by the Affiliate for the Intellectual Property pertaining to Broadcaster/Service Provider and the Subscribed Channels as mentioned in this Clause or to cause all of the Affiliate'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.

22. ADVERTISING AND PROMOTIONS:

- (a) The Broadcaster grants to the Affiliate the non-exclusive right during the Term to use the Marks solely in connection with the marketing and promotion of the Subscribed Channels and in a manner that has been pre-approved by the Broadcaster.
- (b) Affiliate undertakes to give:
 - (i) an equivalent amount of marketing support for the Subscribed Channels as it provides to other channels 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; and
 - (iii) equal opportunity to the Subscribed Channels for participation in events and promotions that Affiliate undertakes subject to commercial agreement for each event.

23. MISCELLANEOUS:

- (a) Confidentiality: The Affiliate shall keep in strict confidence any Confidential Information received by it from Broadcaster and shall not disclose the same to any person, not being a party to this Agreement. The Affiliate shall also bind its employees, officers, advisors, associates, contractors, agents and other similar persons, to whom the Confidential Information may be disclosed, to the obligations of such confidentiality. However, any disclosure of Confidential Information by the Affiliate to any of its employees, officers, advisors, associates, contractors, agents and other similar persons shall be strictly on a need to know basis. Confidential Information shall, at all times, remain the exclusive property of Broadcaster and the Affiliate shall not acquire any rights in the Confidential Information.
- (b) Limitation of Liability:
 - (i) Notwithstanding anything to the contrary in this Agreement, to the maximum extent allowed under the applicable law, except where a Party is indemnified against third party claims, in no event shall any Party be liable for any incidental or consequential damages, whether foreseeable or not (including those arising from negligence), occasioned by any failure to perform or the breach of any obligation under this Agreement for any cause whatsoever.
 - (ii) 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.
 - (iii) Without prejudice to the foregoing, the maximum aggregate liability of the Broadcaster for proven and awarded direct damages or losses that may arise out of or in connection with this Agreement shall not exceed the Monthly License Fee actually paid by the Affiliate to the Broadcaster.
- (c) Force Majeure: Neither Party shall 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 Affiliate/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: Neither Party shall 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 Affiliate. This Agreement between the Broadcaster, and the Affiliate is on principal to principal basis and is terminable in nature.
- (e) No Waiver: The failure of either 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 either 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 Affiliate 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) 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 *vis a vis* the Affiliate.
- (g) Indemnity and Third Party Claims:
- (i) The Parties shall forever keep and hold the other Party and such Party's subsidiaries, affiliated companies, officers, directors, employees and agents fully indemnified and harmless against all liabilities, claims, costs, damages and expenses (including, without limitation, reasonable attorney's fees) resulting due to any of the defaulting Party's acts, omissions, misstatements, and representations, warranties, undertakings or otherwise set out hereunder or any of its obligations pursuant to the Agreement.
 - (ii) Except as provided under the Agreement, neither Party shall have any rights against the other Party for claims by third persons 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) The Broadcaster makes no representations or warranty as to whether or not the Subscribed Channels or any of its content requires any governmental consent or approval for retransmission in the Authorized Area of Transmission through the Affiliate's Permitted Digital Distribution Platform. The Affiliate shall be responsible, at its sole cost and expense, for obtaining all necessary approvals, licenses and permissions, as may be imposed or required by the government and other authorities, for the distribution of the Subscribed Channels by the Affiliate and maintaining those approvals, licenses and permissions throughout the Term.
 - (iv) The Affiliate acknowledges, accepts and represents to the Broadcaster that the shall not be liable in any manner to the Affiliate or any third party as regards to any program content or alleged violations of any third party rights, any law or any broadcast standards and practice guidelines, program codes or censorship guidelines contained in the Applicable laws.
 - (v) This Clause shall survive termination of the Agreement.
- (h) 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.
- (i) Notices: All notices given hereunder shall be given in writing, by personal delivery, Speed Post or Registered Post A.D., at the correspondence address of the Affiliate and the 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 Registered Post A.D. shall be deemed delivered on the third day from the date of dispatch of such Registered Post A.D. All notices to shall also be addressed to the attention of "Eenadu Television Private Limited, Ramoji Film City, Hayathnagar Mandal, Ranga Reddy District – 501 512".
- (j). The parties agree that Broadcaster reserves its right to amend/modify or withdraw the Incentive Scheme at its sole discretion, 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 a converted channel, as stated in the agreement. For the avoidance of doubt, it is clarified that a reference to a new channel in this agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by Broadcaster and/or its current or future subsidiaries, and in such an event Broadcaster shall have the right to withdraw and/or modify this agreement and/or the incentives said out here in its sole discretion.
- (k). 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 Affiliate, Intellectual Property, Indemnification, Limitation of Liability and Confidentiality.
- (l). Governing Law, Jurisdiction and Dispute Resolution: 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). Entire Understanding/Modifications: This Agreement along with its Schedules and Annexes contains the entire understanding between the Parties with respect to the subject matter covered herein. The Parties are executing this Agreement in acceptance of the mutually agreed contents of this Agreement, out of their own free will, consent and volition and without any sort of force, coercion or any undue influence. It supersedes all prior understandings between the Parties with respect to the subject matter hereof. Any modification, variation, alteration and amendment of the provisions of this Agreement shall be mutually agreed in writing and executed by and on behalf of the Parties.

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

For EENADU TELEVISION PRIVATE LIMITED	
Signature: _____	& Signature: _____
Name: _____	& Name: _____
Title: _____	& Title: _____
For _____ [Name of the Affiliate]	
Signature: _____	
Name: _____	
Title: _____	

ANNEXURE B

CHANNELS AND EQUIPMENT DETAILS
(Details to be incorporated for only the Subscribed Channels)

CHANNELS	DIGITAL SATELLITE RECEIVER NO/CAM MODULE NO:	VIEWING CARD NO.:
ETV		
ETV PLUS		
ETV CINEMA		
ETV ABHIRUCHI		
ETV LIFE		
ETV ANDHRA PRADESH		
ETV TELANGANA		
ETV HD		

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ANNEXURE B-1

A-LA-CARTE OFFERING OF CHANNELS

Assign (✓) against channel to mark selection	Channel Name	Genre	A-La-Carte Rate per Subscriber per month (in Rs.)
()	ETV	General Entertainment	4.49
()	ETV-PLUS	General Entertainment	4.67
()	ETV-CINEMA	MOVIES	7.77
()	ETV-ABHIRUCHI	General Entertainment	4.67
()	ETV-LIFE	Life Style	4.20
()	ETV-ANDHRA PRADESH	News & Current Affairs	2.52
()	ETV-TELANGANA	News & Current Affairs	2.52
()	ETV-HD	General Entertainment	40.00

Please note that in addition to the License Fees, the Operator shall be liable to pay applicable taxes including but not limited to service tax as applicable.

* Note: The rate per subscriber per month mentioned above is in terms of the interim order dated April 18, 2011 of the Hon'ble Supreme Court of India and is under protest and without prejudice to Broadcaster's right to increase the a-la-carte rate prescribed for addressable platforms, subject to any regulations/orders of the TRAI and/or judgments/orders of courts/tribunals in India with respect to tariffs for addressable platforms.

ANNEXURE B-2

BOUQUET OFFERING OF CHANNELS

Assign tick against the bouquet to mark selection (✓)	Bouquet Name	Constituent Channels	Genre	Bouquet Rate per Subscriber per month (in Rs.)
	Bouquet 1	ETV	General Entertainment	20.56
		ETV Plus	General Entertainment	
		ETV Cinema	Movies	
		ETV Abhiruchi	General Entertainment	
		ETV Life	Life Style	
		ETV Andhra Pradesh	News & Current Affairs	
		ETV Telangana	News & Current Affairs	

Please note that in addition to the License Fees, the Operator shall be liable to pay applicable taxes including but not limited to service tax as applicable.

* Note: The rate per subscriber per month mentioned above is in terms of the interim order dated April 18, 2011 of the Hon'ble Supreme Court of India and is under protest and without prejudice to Broadcaster's right to increase the a-la-carte rate prescribed for addressable platforms, subject to any regulations/orders of the TRAI and/or judgments/orders of courts/tribunals in India with respect to tariffs for addressable platforms.

ANNEXURE C

TECHNICAL SPECIFICATIONS

Specifications for Set-Top-Boxes (STBs), Conditional Access System (CAS) & Subscribers Management System (SMS)

(A) STB Requirements:

1. All the STBs should have embedded Conditional Access (CA).
2. The STB should be capable of decrypting the Conditional Access inserted by the Headend.
3. The STB should be capable of doing Finger printing. The STB should support both Entitlement Control Message (ECM) & Entitlement Management Message (EMM) based fingerprinting.
4. The STB should be individually addressable from the Headend.
5. The STB should be able to take the messaging from the Headend.
6. The messaging character length should be minimal 120 characters.
7. There should be provision for the global messaging, group messaging and the individual STB messaging.
8. The STB should have forced messaging capability.
9. The STB must be Bureau of Indian Standards (BIS) compliant.
10. There should be a system in place to secure content between decryption & decompression within the STB.
11. The STBs should be addressable over the air to facilitate Over the Air (OTA) software upgrade.
12. The STB should be compatible with covert Finger Printing.
13. The STB should carry the Subscribed Channels' Finger Printing without masking or tampering, with respect to time location, duration and frequency.

HD Set-Top-Box Requirements:

1. The HD Boxes shall be tamper resistant.
2. Security codes must be securely stored in the HD Box.
3. There should not be any testing points or interfaces in the HD Box provided to the Subscribers.
4. Security system in a HD Box or otherwise must have the capability to detect clone devices.
5. HD Box must enforce reasonable usage rules carried by the license.
6. The decryption and decoding processes must be integrated into a single process in the HD Box.
7. The video path from decryption to video outputs must be secured.
8. PVR content is protected. Any set top box or HD Box utilizing built-in PVRs shall employ an encryption system for the storage of material that binds the material to that particular set top box or HD Box.
9. HD Box shall have the ability to add finger printing in the video outputs (preferred to track clone/ compromised devices).
10. HD Boxes shall have:
 - (a) CGMS/A capability for analog outputs
 - (b) HDCP capability for HDMI outputs; and
 - (c) DTCP or equivalent capability for 1394, USB, Ethernet and/or other applicable outputs if provided.

(B) Fingerprinting Requirements:

1. The finger printing should not be removable by pressing any key on the remote.
2. The Finger printing should be on the top most layer of the video.
3. The Finger printing should be such that it can identify the unique STB number or the unique Viewing Card (VC) number.
4. Finger printing should appear on all the screens of the STB, such as Menu, EPG etc.
5. The location of the Finger printing should be changeable from the Headend and should be random on the viewing device.
6. The Finger printing should be able to give the numbers of characters as to identify the unique STB and/ or the VC.
7. The Finger printing should be possible on global as well as on the individual STB basis.
8. The Overt finger printing and On Screen Display (OSD) messages of the respective broadcasters should be displayed without any alteration with regard to the time, location, duration and frequency.
9. No common interface Customer Premises Equipment (CPE) to be used.
10. The STB should have a provision that OSD is never disabled.

(C) CAS & SMS Requirements:

1. The current version of the Conditional Access System should not have any history of the hacking.
2. The fingerprinting should not get invalidated by use of any device or software.
3. The STB & VC should be paired from head-end to ensure security.
4. The SMS and CA should be integrated for activation and deactivation process from SMS to be simultaneously done through both the systems. Further, the CA system should be independently capable of generating log of all activations and deactivations.
5. The CA provisioning company should be known to have capability of upgrading the CA in case of a known incidence of the hacking.
6. The SMS & CAS should be capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
7. The SMS should be computerized and capable to record the vital information and data concerning the subscribers such as:

- (a) Unique Customer Id
 - (b) Subscription Contract no
 - (c) Name of the subscriber
 - (d) Billing Address
 - (e) Installation Address
 - (f) Landline no
 - (g) Mobile No
 - (h) Email-id
 - (i) Service /Package subscribed to
 - (j) Unique STB No
 - (k) Unique VC No
8. The SMS should be able to undertake the:
- (a) Viewing and printing historical data in terms of the activations, deactivations, etc.
 - (b) Location of each and every STB/VC unit
 - (c) The SMS should be capable of giving the reporting at any desired time about:
 - (i) The total no subscribers authorized
 - (ii) The total no of subscribers on the network
 - (iii) The total no of subscribers subscribing to a particular service at any particular date
 - (iv) The details of channels opted by subscriber on a-la carte and through various packages
 - (v) The package wise details of the channels in the package
 - (vi) The package wise subscriber numbers
 - (vii) The ageing of the subscriber on the particular channel or package
 - (viii) The history of all the above mentioned data for the period of the last 2 years
9. The SMS and CAS should be able to handle at least one million concurrent subscribers on the system.
10. Both CA & SMS systems should be of reputed organization and should have been currently in use by other pay television services that have an aggregate of at least one million subscribers in the global pay TV market.
11. The CAS system provider should be able to provide monthly log of the activations and deactivations on a particular channel or on the particular package.
12. The SMS should be able to generate subscriber wise itemized billing such as content cost, rental of the equipment, taxes etc.
13. The CA & SMS system suppliers should have the technical capability in India to be able to maintain the system on 24x7 basis throughout the year.
14. CAS & SMS should have provision 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 re-deployed.

ANNEXURE D-1

If a DPO packages the DPO Subscribed Channels (on its Permitted Digital Distribution Platform) in such manner as is set forth in **Annexure D-4** of this Agreement, and also grants such EPGN/LCN positions to all the DPO Subscribed Channels (on its Permitted Digital Distribution Platform) as are set forth in **Annexure D-4** of this Agreement, then the DPO shall be entitled to receive such percentage packaging and EPGN/LCN incentive on the Bouquet rate per Subscriber per month as is set forth below:

Assign tick against the bouquet to mark selection (✓)	Bouquet Name	Constituent Channels	Bouquet Rate per Subscriber per month (in Rs.)	Packaging Incentive on Bouquet Rate per Subscriber per month
()	Bouquet 1	ETV	20.56	25%
		ETV Plus		
		ETV Cinema		
		ETV Abhiruchi		
		ETV Life		
		ETV Andhra Pradesh		
		ETV Telangana		

ANNEXURE D-2

Subject to DPO being eligible for packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) read with Annexure D-1 of this Agreement, basis such DPO's subscriber base (*i.e., number of Subscribers subscribing to pay channel(s) from amongst the DPO Subscribed Channels on a-la-carte basis and number of Subscribers subscribing to Package(s) comprising of one or more pay channels from amongst the DPO Subscribed Channels*), as indicated by the DPO in the tabular chart below, the DPO shall be entitled to such percentage of volume incentive on the already incentivized Bouquet rate per Subscriber per month (*i.e., the Bouquet rate per Subscriber per month mentioned in Annexure B-2 of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement*) as is set forth herein below:

Assign tick mark to indicate selection (✓)	Subscriber Base for the month	Volume Incentive on the already incentivized Bouquet Rate per Subscriber per month
()	Greater than or equal to 10,00,000	18%
()	Greater than or equal to 5,00,000 but less than 10,00,000	13%
()	Greater than or equal to 2,00,000 but less than 5,00,000	10%
()	Greater than or equal to 50,000 but less than 2,00,000	8%
()	Greater than or equal to 1,000 but less than 50,000	3%

ANNEXURE D-3

For each applicable month of the Term of the Agreement, if a DPO furnishes the applicable Subscriber Report for such month at least 5 (five) days before the applicable Subscriber Report Due Date, and also if such DPO makes payment of the applicable Monthly License fee at least 5 (five) days before the applicable Payment Due Date, then the DPO shall be entitled to such percentage of incentive on the already incentivized Bouquet rate per Subscriber per month (*i.e., the Bouquet rate per Subscriber per month mentioned in Annexure B-2 of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(ii) of this Agreement*) as is set forth below:

Bouquet Rate per Subscriber per month on which incentive is to be applied	Incentive on early submission of Subscriber Report and early payment of Monthly License Fee, in terms of Clause 8(b)(iii) of the Agreement
The Bouquet rate per Subscriber per month mentioned in Annexure B-2 of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(i) of this Agreement less the rate derived after granting packaging and EPGN/LCN incentive in terms of Clause 8(b)(ii) of this Agreement.	2%

ANNEXURE D-4

In case the Affiliate opts for the Remunerative Incentive Plan in terms of Clause 8(b)(i) of this Agreement, then the Affiliate shall package the Subscribed Channels on the Affiliate's Permitted Digital Distribution Platform in such manner, and grant such EPG/LCN positioning for the Subscribed Channels on the Affiliate's Permitted Digital Distribution Platform, as are set forth herein below:

Channel Name	Packaging Obligation of the Affiliate on its Permitted Digital Distribution Platform	EPG/LCN Obligation of the Affiliate on its Permitted Digital Distribution Platform
ETV	To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any General Entertainment (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.	If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 2 LCN positions in Telugu language General Entertainment (regional language) genre. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 2 LCN positions in Telugu language channels
ETV Plus	To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any General Entertainment (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.	If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 5 LCN positions in Telugu language General Entertainment (regional language) genre. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 5 LCN positions in Telugu language channels
ETV Cinema	To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any Movies (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.	If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, Movies, News, Music, etc. genres, then this channel shall be placed amongst top 2 LCN positions in Telugu language Movies (regional language) genre. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 9 LCN positions in Telugu language channels
ETV Abhiruchi	To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any General Entertainment (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.	If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 10 LCN positions in Telugu language General Entertainment (regional language) genre. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 15 LCN positions in Telugu language channels.
ETV Life	To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.	If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, Life Style, News, Music, etc. genres, then this channel shall be placed amongst top 2 LCN positions in Telugu language (regional language) genre. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 20 LCN positions in Telugu language channels

<p>ETV Andhra Pradesh</p>	<p>To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any News (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.</p>	<p>If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 3 LCN positions in Telugu language (regional language) genre in the State of Andhra Pradesh and top 7 LCN positions in Telugu language (regional language) genre in the State of Telangana. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 20 LCN positions in Telugu language channels</p>
<p>ETV Telangana</p>	<p>To be carried/made available to all subscribers of such Package(s) where any other Telugu language channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) where any News (Telugu) genre pay channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.</p>	<p>If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 3 LCN positions in Telugu language (regional language) genre in the State of Telangana and top 7 LCN positions in Telugu language (regional language) genre in the State of Andhra Pradesh. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channels shall be placed amongst top 20 LCN positions in Telugu language channels</p>
<p>ETV HD</p>	<p>To be carried/made available to all subscribers of such Package(s) of HD channels where any other Telugu language HD channel(s) is/are carried/made available, except the BST Package. However, if any such subscriber avails, in addition to the BST Package, any such Add-On Package(s) of HD channels where any Telugu language HD channel(s) is/are carried/made available, then this channel shall also be carried/made available to such subscriber.</p>	<p>If the Affiliate's Permitted Digital Distribution Platform's EPG sub-classifies Telugu language channels into General Entertainment, News, Music, etc. genres, then this channel shall be placed amongst top 2 LCN positions in Telugu language General Entertainment (regional language) genre HD channels. However, if the Affiliate's Permitted Digital Distribution Platform's EPG does not sub-classify Telugu language channels into the aforementioned genres, then this channel shall be placed amongst top 2 LCN positions in Telugu language HD channels or this channel shall be placed immediately preceding or succeeding to the standard definition channel named ETV.</p>

ANNEXURE E

SUBSCRIBER REPORT FORMAT

SUBSCRIBED CHANNELS OFFERED BY AFFILIATE ON A-LA-CARTE BASIS

SI No	Subscribed Channel Name	Opening Subscriber No.		Closing Subscriber No.		Average	
		As per CAS	As per SMS	As per CAS	As per SMS	As per CAS	As per SMS

SUBSCRIBED CHANNELS OFFERED BY AFFILIATE AS PART OF PACKAGE

SI. No	Package Name		Subscriber Channels Contained in		Opening Subscriber No.		Closing Subscriber No		Average	
	As per CAS	As per SMS	As per CAS	As per SMS	As per CAS	As per SMS	As per CAS	As per SMS	As per CAS	As per SMS

TOTAL OFFERING BY AFFILIATE ON A-LA-CARTE / PACKAGE BASIS

SI No	Subscribed Channel Name	Opening Subscriber No.		Closing Subscriber No.		Average	
		As per CAS	As per SMS	As per CAS	As per SMS	As per CAS	As per SMS

DETAILS OF PACKAGES OFFERED BY AFFILIATE:

MONTH:

YEAR:

SI. No	Name of the Packages available on the 1st day of the month				Name of the Packages discontinued during the month				Name of the Packages created during the month				Name of the Packages available on the last day of the month			
	As Per CAS	Subscribed Channel Name	As Per SMS	Subscribed Channel Name	As Per CAS	Subscribed Channel Name	As Per SMS	Subscribed Channel Name	As Per CAS	Subscribed Channel Name	As Per SMS	Subscribed Channel Name	As Per CAS	Subscribed Channel Name	As Per SMS	Subscribed Channel Name

SUBSCRIBED CHANNEL-WISE DETAILS OF LCN:

MONTH:

YEAR:

SI. No.	Name of the Subscribed Channel	Relative LCN position in the respective/relevant genre	Mention the LCN number of the Subscribed Channel on the Affiliate's Digital Addressable Systems

ANNEXURE F

SCOPE OF AUDIT

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

Head End Audit

- ☐ Affiliate should provide Complete Network Diagram of its Head End for Audit and Auditing Purpose.
- ☐ Affiliate to submit & confirm the no. of MUXs (Multiplexer Units) installed with active TS (Transport Stream) outputs. This should include physical audit of Head End and analysis of TS stream from the MUX.
- ☐ All TS from MUX should be encrypted for non DAS & DAS areas, in case Affiliate is serving both areas.
- ☐ Affiliate to ensure that its Network Watermark logo is inserted on all pay channels at encoder end only.

CAS Audit

Affiliate to provide all below information correctly;

- ☐ Make & version of CAS installed at Head End.
- ☐ CA system certificate to be provided by Affiliate.
- ☐ CAS version installed should not have any history of hacking, certificate from CAS vendor required.
- ☐ CAS system should support at least 1 million subscribers. CAS vendor should provide certificate.
- ☐ CAS should be able to generate log of all activities, i.e., activation/deactivation/FP/OSD.
- ☐ CAS should be able to generate active/deactivate report channel wise/package wise.
- ☐ STB's & cards to be uniquely paired from Affiliate before distributing box down the line /LCO.
- ☐ All LCO's should be paired with unique system ID, so that consumers can't swap the STB from Non DAS area to DAS area.
- ☐ Affiliate 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 by means of a fresh undertaking.
- ☐ Reconciliation of CAS database (active cards, service wise & package wise) with SMS database to be provided by Affiliate. CAS vendor required to certified reconciliation of data.
- ☐ No activation / deactivation from direct CAS system; it must be routed via SMS client only.
- ☐ Affiliate should provide CAS vendor certified copies of active/deactivate channel wise/product wise report & Package/product report during audit period.
- ☐ CA system should have the capability of providing history of all actions taken for last 2 years.

SMS Audit

- ☐ All product authorization must be from SMS only.
- ☐ SMS and CAS should be fully integrated.
- ☐ The SMS should be computerized and capable to record the vital information and data concerning the subscribers such as:
 - o Unique Customer Id
 - o Subscription Contract number
 - o Name of the subscriber
 - o Billing Address
 - o Installation Address
 - o Landline telephone number
 - o Mobile telephone number
 - o Email id
 - o Service/Package subscribed to
 - o Unique STB Number
 - o Unique VC Number
- ☐ SMS should be able to undertake the viewing and printing historical data in terms of the activations, deactivations etc.
- ☐ Location of each and every set top box VC unit.
- ☐ The SMS should be capable of giving the reporting at any desired time about:
 - o The total number subscribers authorized
 - o The total number of subscribers on the network
 - o The total number of subscribers subscribing to a particular service at any particular date.
 - o The details of channels opted by subscriber on a-la-carte basis.
 - o The package wise details of the channels in the package.
 - o The package wise subscriber numbers.
 - o The ageing of the subscriber on the particular channel or package
 - o The history of all the above mentioned data for the period of the last 2 years

1. Following parameter should be validated during the audit:
 - (i) Review Complete Network Diagram
 - (ii) Undertaking from the Affiliate for all SMS and CAS installed at Head end – issue of Multiple CAS / SMS
 - (iii) Certificate from CAS provider for details of CA ID, Service ID, N/w ID, version and no. of instances installed. Also confirmation with respect to history of hacking.
 - (iv) Check the number of MUXs installed with active TS outputs. Also, whether all TS from MUX are encrypted for non DAS & DAS area.
 - (v) Review whether Live diagram / fiber details of network are captured in SMS system
 - (vi) To check if Affiliate specific coding / ID is available for Finger Printing.
 - (vii) Confirm whether watermarking network logo for all pay channels are inserted at encoder end only.
 - (viii) Review the controls deployed to ensure integrity and reliability of the reports such as logs, access controls, time stamp etc.
 - (ix) Review the Subscriber parameters which are captured in the SMS and validate if following parameters are present for subscriber
 - ☐ Unique Subscriber ID
 - ☐ Subscriber Contract Details – No, Term, Date, Name, Address & contact details ☐
 - Hardware details
 - (x) Review the subscribers activation/ de-activation history in the SMS system
 - (xi) Validate if the SMS is integrated with the Conditional Access (“CA”) system.
 - (xii) Review if all the active and de-active STBs are synchronized in both SMS and CA system.
 - (xiii) Validate if independent logs/report can be generation for active and de-active VCs with the product/channels active in both SMS & CA systems.
 - (xiv) Review if the system support the Finger Printing and OSD features at Box level, Customer account level as well as Global level.
 - (xv) Validate if all the STBs are individually addressable from the System and are paired with the viewing cards.
 - (xvi) Validate if the LCO is attached to a Subscriber
 - (xvii) Review the Electronic Programming Guide to check LCN/CDN and genre of all Subscribed Channels.
 - (xviii) Review the various packages programmed in the Systems with respect to the subscriber reports submitted to .
 - (xix) Extraction and Examination of System Generated reports, statistics, data bases, etc. pertaining to the various packages, schemes, channel availability, bouquet composition, rates.
 - (xx) Review of the following reports are supported by SMS & CA System:
 - a. Total no of Subscribers – active & de-active separately
 - b. De-active subscribers with ageing
 - c. Subscribed Channel wise Subscribers – total
 - d. Subscribed Channel wise Subscribers – split by package
 - e. Revenue by Package / channel
 - f. Subscriber/Revenue Reports by State/City
 - g. No of packages/services offered
 - h. List of channels / rates of each package
 - i. Rate Card Options offered / Attached with active Subscribers
 - j. Historical data reports
 - k. Free / demo Subscribers details
 - l. Exception cases – active only in SMS or CA system

STB Audit

- ☐ All STB should be individually paired in advance with unique smart card at central warehouse of Affiliate before handing over to LCO (DACS/non DACS area) or down the line distribution.
- ☐ Affiliate to provide details of manufacturers of STBs being used / to be used by it (OS/Software, memory capacity, zapping time). All STBs must be secure chipset with chipset pairing mandatory.
- ☐ Affiliate should provide one set of all type/model of boxes for testing and monitoring purpose.
- ☐ All STBs used by Affiliate should be certified and diploma by their CAS vendor.
- ☐ Forensic watermarking to be implemented on the Affiliate Head End & STBs.
- ☐ ECM/EMM base Forced messaging full screen and ticker mode should be available.
- ☐ All the STBs should have embedded Conditional Access.
- ☐ The STB should be capable of doing Finger printing. The STB should support both Entitlement Control Message (ECM) & Entitlement Management Message (EMM) based fingerprinting.
- ☐ The STB should be individually addressable from the Head End.
- ☐ The messaging character length should be minimum of 120 characters.

- There should be provision for the global messaging, group messaging and the individual STB messaging.
- The STB should have forced messaging capability.
- The STB must be BIS compliant.
- The STB must have secure chip set with mandatory pairing.
- There should be a system in place to secure content between decryption & decompression within the STB.
- The STBs should be addressable over the air to facilitate Over The Air (OTA) software upgrade.
- The STB outputs should have the following copy protections
 - (i) Macro vision 7 or better on Composite video output.
 - (ii) Macro vision 7 or better on the Component Video output.
 - (iii) HDCP copy protection on the HDMI & DVI output.
 - (iv) DTCP copy protection on the IP, USB, 1394 ports or any applicable output ports.
- Types of boxes launched / to be launched:
 - Vanilla STB
 - DVR STB
 - Others (please specify)
- Please furnish STB details as following:
 - Open Standards or Proprietary?
 - Audio Video and Data I/O Configuration?
 - Local Storage?
 - Smarts Card?
 - PVR Functionality?
 - Tamper Resistance?
 - I/O Copy Protection? Please provide the details.
 - I/O Interface to Other Devices?
- Are the STB's interoperable?
- DVR / PVR STB should be compliance of following;
 - Content should get recorded along with FP/watermarking/OSD & also should display live FP during play out.
 - Recorded content should be encrypted & not play on any other devices.
 - Content should get record along with entitlements and play out only if current entitlement of that channel is active.
 - User should not have access to install third party application/software.
- Does the Set Top Box support any type of interactive middleware? Please describe.

Distribution Network Audit

Affiliate should provide below information in detail;

- Fibre network and PIT information on Geo Map.
- Service area to be defined.
- Details of LCO connected.
- DAS and Non DAS area to be defined.

Commercial Audit

1. Provide system generated channel-wise and package-wise reports of channels for platform in a non-editable format.
2. 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
3. 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 Affiliate'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.
4. Understand the declaration report generation process by performing a walkthrough of processes and underlying systems (to understand completeness and accuracy of subscriber report generation process):
 - Generation of reports for subscriber declaration for channels / bouquets
 - Any reconciliations / checks /adjustments carried out before sending the declarations.

5. Analyze declaration reports on a sample basis:
- ☒ Reconciling the declaration figures with base data from various systems (SMS / Provisioning / Billing and Authentication systems)
 - ☒ Analyse 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 representative/auditors
6. 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 a 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 Affiliate in DAS area. In case more than one CAS and SMS system is used by Affiliate for both DAS and non-DAS areas, then understand and analyze how the two markets are segregated, controlled, reported and invoiced
 - ☒ Similarly, list of head-ends of the operator providing services to both DAS and non-DAS areas and for such head-ends, understand and analyze how the two markets are segregated, controlled, reported and invoiced
 - ☒ In case of multiple CAS being used by Affiliate, to understand synchronization between multiple CAS and SMS

ANNEXURE G

AFFILIATE'S ANTI-PIRACY OBLIGATIONS

1. General

- 1.1 Affiliate 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, Affiliate 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 Affiliate 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 Affiliate 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, Affiliate:
 - 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 Authorized Area of Transmission or in the possession of a person who is not a bona fide Subscriber.
- 2.3 Affiliate 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 Affiliate represents, warrants and undertakes that all installations of STBs and VCs are done directly by Affiliate 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, Affiliate'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 Affiliate 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 Authorized Area of Transmission; 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, Affiliate 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 Affiliate 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 Affiliate shall ensure that it has systems, processes and controls in place to run Fingerprinting at regular intervals as per the specifications provided by and as reasonably requested from time to time.
- 3.2 Affiliate shall ensure that all STBs should support both visible and covert types Fingerprinting and should be compatible for running Fingerprinting whether operated by Affiliate or by Broadcaster.
- 3.3 Affiliate 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 Affiliate shall ensure that the following processes shall be deployed to keep a check on piracy and misuse of the 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 Affiliate on the Subscribed Channels, as per the scheme provided by the Broadcaster through the ; the Broadcaster through the 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 Affiliate shall ensure that the Subscribed Channels are broadcast in an encrypted form and in a form capable of Fingerprinting.
- 4.2 Affiliate 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 that have, in aggregate, at least 1 million subscribers in the global pay television market; (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 Affiliate 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.

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 Authorized Area of Transmission,
 - 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 Affiliate becomes aware of a Piracy Event then Affiliate 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 Broadcaster decides to take legal or other action against any infringing party committing or causing any Piracy Event, Affiliate shall provide all reasonable assistance to Broadcaster to prevent or combat such Piracy Event.
 - 5.2.2 If Affiliate wishes at its cost to take legal or other action of any kind against any party alleged to be infringing a right of Broadcaster, where Broadcaster shall be one of the parties to such action, it shall notify Broadcaster in writing and seek Broadcaster's prior written consent. Where Broadcaster consents to Affiliate taking legal or other action on behalf of Broadcaster, Affiliate shall keep Broadcaster fully informed of the progress of such action. Affiliate shall not settle, attempt to settle or otherwise compromise the rights of Broadcaster or its affiliates without the prior written consent of Broadcaster.
- 5.3 Affiliate agrees to change or upgrade its CAS and/or SMS in the event the CAS is shown to be hacked.
- 5.4 Affiliate 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 Equipment that enable access to the Subscribed Channels.

ANNEXURE H
[TO BE PROVIDED AT THE TIME OF AUDIT]
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: _____

With respect to the CAS installed at above mentioned headend, we confirm the following:

1. The current version of CAS does not have any history of hacking.
2. We have the capability of upgrading of CAS in case it gets hacking.
3. 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.
4. The CAS has the capacity to handle at least 1 million subscribers in the system.
5. We, the CAS system provider are able to provide monthly log of activation and deactivation on a particular channel or on an particular package.
6. We have the technical capability in India to maintain this CAS system on 24x7 basis through the year.
7. This CAS is independently capable of generating log of all activations and deactivations.
8. This CAS has the provision 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.
9. The CAS is capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
10. This CAS has the capability to store history logs of all activations and deactivations for the period of last 2 years for every channel and package.

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

Thanking you,

For (CAS company name)

(Signature)

Name: _____

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

Company seal:

ANNEXURE I
[TO BE PROVIDED AT THE TIME OF AUDIT]
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: _____

SMS Version: _____

With respect to the SMS installed at above mentioned headend, we confirm the following:

1. 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.
2. The SMS has the capacity to handle at least 1 million subscribers in the system.
3. We have the technical capability in India to be able to maintain their system on 24 x 7 basis through the year.
4. We, the SMS system provider are able to provide monthly log of activation and deactivation on a particular channel or on an particular package.
5. This SMS has the provision 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.
6. The SMS is capable of individually addressing subscribers, on a channel by channel and STB by STB basis.
7. This SMS is independently capable of generating log of all activations and deactivations.
8. This SMS has the capability to store history logs of all activations and deactivations for the period of last 2 years for every channel.

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 J

EXECUTION REQUIREMENTS

1. If Affiliate 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 Affiliate 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 Affiliate 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 Affiliate 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 relation 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 Affiliate 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.

ANNEXURE K

The Affiliate needs to provide the number of Subscribers subscribing to the Subscribed Channels through the Affiliate's Permitted Digital Distribution Platform in the format prescribed below:

Sl. No.	Name of the Subscribed Channel	Number of Subscribers subscribing to such Subscribed Channel
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WEBSITE COPY NOT FOR EXECUTION