



CABLE TV SUBSCRIBER FEEDBACK FORM

Requesting all LMOs to get this Feedback form of Cable TV subscribers filled in this to give accurate details to the industry about your preferences and choices. This data shall be forwarded to the Broadcasters indicating the choice of their customers. This shall help them in pricing more realistically. We shall appreciate your subscriber responses of these forms on mcof247@gmail.com at earliest so we can hold a meeting with the broadcasters.

Name (Optional) : _____

Locality : _____
Area : _____

Service Provider : Hathway/IMCL/Others (_____)

TV Sets : 1/2/3/More (_____)

STB Type : SD/HD

Experience : Very good/Good/ Unsatisfactory

Internet Subscriber : Y/N _____ Service Provider _____

If Yes : Ethernet/MTNL/BSNL/Dongle/GPRS

Experience : Very good/Good/ Unsatisfactory

If Not Ethernet : Open to Cable Ethernet?

If Not, Why : QoS/Price/Satisfied with Alternative

Content Choice : _____

Average Time on TV : Individual _____/Family _____

Nos of Channels Seen

Daily : _____

Weekly : _____

Occasionally : _____

Contd...



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Monthly TV Budget : Rs 200/Rs 300/Rs 400/More

How Many Channels Per Genre would be adequate?

Genre	Channels			
Hindi GEC	2	4	6	8
Hindi Movies	1	2	4	5
English Movies	1	2	3	4
English GEC	1	2	3	4
Your Local Language & Channels e.g. Marathi* GEC (_____ Language) (<i>please use your state language</i>)	2	2	3	4
Marathi* Movies _____ movies	1	2	3	4
English News	1	2	3	4
Hindi News	1	2	3	4
Business News				
English	1	2	3	4
Hindi	2	2	3	4
Kids	2	3	4	6
Spiritual	2	4	6	8
Music	2	3	4	5
Life Style	2	3	4	5
Others				
Suggested Genres _____ and Channels				

contd....



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Price Level acceptable for following Channels on A La Carte Basis

i.e. will you stop watching the Channel if priced above your acceptance levels?

Channel	Rs. 5	Rs 7.50	Rs.10	Rs.15
Star Plus				
Zee TV				
Colours				
Sony				
Set Max				
Zee Cinema				
Set Max				
UTV Movies				
Pogo				
Disney				
HBO				
Star Movies				
UTV World Movies				
Zee Marathi*				
Star Pravah*				
ETV Marathi*				
Sports-Cricket				
Sports- Others				
Discovery				
NGC				
NDTV 24 x7				
Times Now				
CNBC				
CNN IBN				
Hindi News				
Music				

*Linguistic Channels, replace with your states major choice.

Date:

Place:

Signature:

Contact No.: