

**Customer Code:**

**ADDENDUM AGREEMENT FOR THE REFERENCE INTERCONNECT OFFER – NATIONAL BOUQUET**

This Addendum to the Reference Interconnect Offer Agreement ("**Addendum**") is executed on this \_\_\_\_ day of [●], 2017 by and between:

**STAR India Private Limited**, a company incorporated in India with its registered office at Star India Private Limited, STAR House, Urmi Estate, 95 Ganpatrao Kadam Marg, Lower Parel (W), Mumbai, 400013 (hereinafter referred to as the "**SIPL**", which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns);

**AND**

\_\_\_\_\_, [Sole Proprietorship Concern/ Partnership Firm/ Private or Public Limited Licensor] with its registered office at \_\_\_\_\_ and headend at \_\_\_\_\_ through its Authorized Signatory / Sole Proprietor/ Managing Partner / Partners Mr./Mrs./ Ms. \_\_\_\_\_ (hereinafter referred to as the "**MSO**", which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns);

SIPL and MSO shall hereinafter be individually and collectively referred to as "**Party**" and "**Parties**" respectively.

**WHEREAS:**

- A. The MSO is desirous of availing of the Channels provided by SIPL for distribution through its Distribution System on the basis of SIPL's reference interconnect offer issued under the Interconnection Regulations and pursuant to the Reference Interconnect Offer agreement entered into between the SIPL and MSO on [●] ("**Agreement**");
- B. SIPL is offering the MSO Incentives on the NATIONAL Bouquet Rate as set out in this Addendum ("**NATIONAL Bouquet Scheme**"), subject to and in accordance with the terms and conditions contained in this Addendum;
- C. The MSO is desirous of availing the Incentives under this NATIONAL Bouquet Scheme subject to and in accordance with the terms and conditions contained in this Addendum;
- D. Based on (i) MSO opting for the NATIONAL Bouquet under the Agreement and (ii) on the above representations, Incentives under the NATIONAL Bouquet Scheme are being made available to the MSO on the NATIONAL Bouquet, subject to the MSO's compliance with all the terms and conditions of the Agreement, as modified pursuant to this Addendum.

**NOW THEREFORE**, in consideration for the mutual promises and covenants set out herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Parties, it is hereby agreed as follows:

## 1. DEFINITIONS

- 1.1. *Capitalized Terms.* Any capitalized terms used but not defined in this Addendum shall have the meanings ascribed to such terms in the Agreement, or if not defined in the Agreement, then the meanings ascribed to such terms under applicable Law.
- 1.2. *Definitions.* All other capitalized terms used in this Addendum shall have the meanings ascribed to such terms in **Annexure 1**. Any term used herein but not defined expressly in this Addendum or the Agreement shall have the meaning ascribed under applicable Law.

## 2. CONDITIONS

- 2.1. *Incentive Eligibility Conditions.* The MSO shall be entitled to avail of the Incentives, within the Territory, with effect from the date of execution of this Addendum, subject to the MSO meeting each of the following conditions ("**Incentive Eligibility Conditions**"):
  - 2.1.1. The MSO shall have executed the Agreement in order to distribute the Channels of SIPL, on the terms set out in the Agreement;
  - 2.1.2. The MSO having opted for the NATIONAL Bouquet on the terms set out in the Agreement;
  - 2.1.3. The MSO ensuring that during the Term, the Channels comprising in the NATIONAL Bouquet will be made available and carried throughout the Territory on its Distribution System to its existing subscribers as on the date of execution of this Addendum, as well as to its new subscribers in entirety and continuously on a 24X7X365 basis without any break, as per the terms and conditions of this Addendum.

## 3. INCENTIVES

- 3.1. *Incentives.* The MSO shall, subject to compliance with each of the Incentive Eligibility Conditions set out in Clause 2.1 of this Addendum, be entitled to avail the following incentives on a cumulative basis for the NATIONAL Bouquet on the NATIONAL Bouquet Rate.
  - 3.1.1. *Subscriber Base Incentive:* The subscriber base incentive shall mean the incentive provided to the MSO based on the Network Pay Subscriber Base of the MSO, in accordance with the terms set out in **Annexure 2 ("Subscriber Base Incentive Conditions")**.
  - 3.1.2. *LCN Incentive:* The LCN incentive shall mean the incentive available to the MSO in consideration of the MSO placing the Channel(s) in the logical channel number position ("**LCN**") slabs set out in **Annexure 3 ("LCN Incentive Conditions")**.
  - 3.1.3. *Channel Parity Incentive:* The Channel Parity incentive shall mean the incentive available to the MSO in consideration of the MSO placing the Channel(s) in parity with the competing channels of other broadcasters as set out in **Annexure 4 ("Channel Parity Incentive Conditions")**.
  - 3.1.4. *Penetration Incentive:* The penetration incentive shall mean the incentive available to the MSO in consideration of the MSO achieving the penetration threshold set out in **Annexure 5 ("Penetration Incentive Conditions")**.
- 3.2 Each of the aforesaid incentives shall individually be referred to as an "**Incentive**" or collectively as "**Incentives**".

3.3 In the event that the MSO complies with all the Incentive Eligibility Conditions, the MSO will be entitled to such of the Incentives in respect of which it complies with the conditions as set out in the respective Annexures.

#### 4. **REPORTS**

4.1. In order to be eligible for the Incentives, the MSO shall for the entire Territory, provide SIPL, along with and in addition to the Reports referred to in the Agreement, additional Reports as detailed in **Annexure 6** of this Addendum.

4.2. The MSO shall provide SIPL with the Reports, as applicable, within 7 (seven) calendar days of end of each month.

4.3. Provisioning of Reports as per the terms of this Clause 4 shall constitute a material obligation on part of the MSO. Non-provisioning of such Reports shall amount to material breach of the Agreement, which shall entitle SIPL to withdraw the Incentives and/ or terminate the Agreement and disconnect signals of the Channels to the MSO as per the terms of the Agreement.

#### 5. **SUBSCRIBER RECORDS, ACCESS AND AUDIT**

5.1. SIPL shall, during the Audit referred to in Clause 15 of the Agreement, be entitled to access the Records, SMS, CAS and related systems of the MSO in order to determine the correctness of the Reports referred to in Clause 4.1 of this Addendum. In the event an audit or inspection by SIPL's representative(s) reveals that the MSO has under-reported or has misrepresented any information contained in the Reports or any item having a bearing on the computation of the Incentives that the MSO is entitled to avail and/ or the License Fee payable by the MSO, SIPL shall provide the MSO with written notice setting out the amount of such additional fee ("Shortfall Amount") payable by the MSO to SIPL ("Notice of Shortfall"). Upon receipt of the Notice of Shortfall, the MSO shall immediately, and in any event no later than 2 (two) calendar days from the date of receiving such Notice of Shortfall pay the Shortfall Amount together with interest at the Late Payment Interest Rate for the period from the date when the payments should have been made by the MSO until the actual date of payment in the manner set out in Clause 15 of the Agreement.

#### 6. **LICENSE FEE**

6.1. The License Fee for the relevant month shall be calculated in the manner as set out in Clause 7 of the Agreement.

6.2. However for computation of the License Fee payable by the MSO to SIPL for the NATIONAL Bouquet as per Clause 7 of the Agreement, the NATIONAL Bouquet Rate shall be the Incentivized NATIONAL Bouquet Rate.

6.3. In the event that the MSO (i) has availed the NATIONAL Bouquet Scheme and has (ii) subscribed for the HD Bouquet and availed the HD Bouquet Scheme under the HD Agreements, then MSO shall be entitled to a reduction on the Average Monthly Subscriber Level of NATIONAL Bouquet, as computed in terms of Clause 7 of the Agreement, which shall be equal to the Average Monthly Subscriber Level of the HD Bouquet as computed in terms of the HD Agreements, subject to the MSO fulfilling the following conditions:

- a. The MSO has achieved the following Incentive conditions in relation to each of the Incentives as set out in this Addendum :

- i. the MSO has not failed to adhere to the LCN Rank Requirement for more than 2 Channels as set out in Annexure 3 of this Addendum; and
  - ii. the MSO has qualified for the Channel Parity Incentive for all the Channels as set out in Annexure 4 of this Addendum; and
  - iii. the MSO has fulfilled atleast one of the Scenarios in relation to Penetration Incentive Conditions set out in Annexure 5 Addendum.
- b. The MSO has achieved the following Incentive conditions in relation to each of the Incentives pertaining to the HD Bouquet Scheme as per the terms of the HD Agreement:
  - i. the MSO has not failed to adhere to the LCN Rank Requirement for more than 2 Channels as set out in Annexure 3 of the HD Addendum; and
  - ii. the MSO has qualified for the Channel Parity Incentive for all the HD Channels as set out in Annexure 4 of the HD Addendum; and
  - iii. the MSO has fulfilled atleast one of the Scenarios in relation to Penetration Incentive Conditions set out in Annexure 5 of the HD Addendum

## 7. **TERMINATION**

- 7.1. This Addendum shall stand automatically terminated and shall cease to have effect immediately upon termination or expiry of the Agreement in accordance with its terms.

## 8. **MISCELLANEOUS**

- 8.1. Until the termination of this Addendum in accordance with the terms hereof:

8.1.1. This Addendum shall form an integral part of the Agreement and shall be read along with the Agreement. All references in the Agreement to “this Agreement” shall include the reference to this Addendum, wherever the context so requires. Further, reference to the Agreement in any other documents shall include reference to the Agreement as amended by this Addendum.

8.1.2. This Addendum shall modify the Agreement and the understanding set out in the Agreement, as applicable, only to the limited extent set out herein. Except as specifically and expressly amended by this Addendum, all other provisions of the Agreement shall remain unchanged and in full force and effect and shall continue to remain applicable and binding on the Parties.

8.1.3. Save and except for the aforesaid all other terms and conditions of the Agreement shall remain unaltered and in force. In the event of conflict between the terms of this Addendum and the provisions of the Agreement, the provisions of this Addendum shall prevail in relation to the matters set out herein.

8.1.4. The Parties agree that SIPL reserves its right to amend/ modify or withdraw the NATIONAL Scheme and Addendum at its sole discretion, in the event, during the Term, (i) SIPL launches a New Channel, or (ii) in case of a Removed Channel, or (iii) in case of a Converted Channel, as stated in Clause 6 of the Agreement. For the avoidance of doubt, it is clarified that a reference to a New Channel in this Addendum and/ or the Agreement includes any additional channels (whether by way of a new launch, acquisition of any existing channel or otherwise), distributed by SIPL and/ or its current or future subsidiaries, and in such an event SIPL shall have the right to withdraw and/ or modify this Addendum and/ or the Incentives set out herein in its sole discretion.

8.1.5. The Agreement and this Addendum collectively contain the entire understanding between the Parties with respect to the subject matter hereof and supersedes any prior agreements, writings, understandings or communications in this connection. The Parties agree that the terms contained herein are fair and reasonable. The Agreement and this Addendum shall not be modified, amended or varied unless otherwise mutually agreed in writing in accordance with applicable Law.

**IN WITNESS WHEREOF** the Parties hereto the Parties hereto have caused this Addendum to be duly executed and delivered by their duly authorized representatives on the day and year first above written.

|                             |                                   |
|-----------------------------|-----------------------------------|
| Signed for and on behalf of | Signed for an on behalf of        |
|                             | <b>STAR India Private Limited</b> |
| Signature:                  | Signature:                        |
| Name: Mr.                   | Name: Mr.                         |
| Title:                      | Title:                            |
| Date:                       | Date:                             |
| <b>WITNESS:</b>             | <b>WITNESS:</b>                   |
| Signature:                  | Signature:                        |
| Name:                       | Name:                             |

## ANNEXURE 1

### DEFINITIONS

1. **Add-on Package** shall mean the additional television channels offered by the MSO to its subscribers on a package basis consisting of 2 (two) or more Pay Channels of 1 (one) or more broadcasters, to the subscribers of any of the Basic Entry Packages or Basic Service Tier for an additional subscription charge.
2. **Basic Entry Package** shall mean all such package (current, historical and/ or future) of television channels offered by the MSO to its subscribers, comprising of (i) a combination of FTA Channels and one or more Pay Channels of a single broadcaster or multiple broadcasters; and/or (ii) a combination of one or more Pay Channels of a single broadcaster or multiple broadcasters. It is however clarified that, it shall not include Add-on Packages.
3. **Basic Service Tier** shall mean a package of television channels offered by the MSO, consisting only of FTA channels.
4. **FTA Channel(s)** shall have the meaning ascribed to it in Schedule A of the Agreement.
5. **HD Agreements** shall collectively mean the Subscription License Agreement for High Definition Channels for Digital Addressable Cable Television Systems and the Addendum to the Subscription License Agreement – HD Bouquet.
6. **NATIONAL Bouquet** shall have the meaning ascribed to it in Schedule A of the Agreement.
7. **NATIONAL Bouquet Rate** shall have the meaning ascribed to it in Schedule A of the Agreement.
8. **Incentivized NATIONAL Bouquet Rate** shall mean the NATIONAL Bouquet Rate less any Incentives as set out in this Addendum, which the MSO is entitled to avail of in terms of this Addendum
9. **Pay Channel(s)** shall have the meaning ascribed to it in Schedule A of the Agreement.

## ANNEXURE 2

### SUBSCRIBER BASE INCENTIVE CONDITIONS

1. The MSO shall be entitled to the Subscriber Base Incentive based on the Network Pay Subscriber Base of the MSO as detailed in the table below ("**Subscriber Base Grid**"):

| <b>Subscriber Base Grid</b> |   |                                  |
|-----------------------------|---|----------------------------------|
| <b>Sr. No.</b>              | <b>Network Pay Subscriber Base</b>                          | <b>Subscriber Base Incentive</b> |
| 1                           | Less than 500,000   | 0.0%                             |
| 2                           | Greater than or equal to 500,000, but less than 1,000,000   | 1.0%                             |
| 3                           | Greater than or equal to 1,000,000, but less than 3,000,000 | 2.0%                             |
| 4                           | Greater than or equal to 3,000,000, but less than 4,000,000 | 4.0%                             |
| 5                           | Greater than or equal to 4,000,000, but less than 5,000,000 | 5.0%                             |
| 6                           | Greater than or equal to 5,000,000                          | 6.0%                             |

2. Network Pay Subscriber Base for the concerned month, shall mean the total number of subscribers who are connected to the MSO's Distribution System, for the Territory, and have subscribed to one or more pay channels of any broadcaster, on a-la-carte or bouquet basis from the MSO.
3. For the purpose of calculating the Subscriber Base Incentive for the relevant months as per the table above, the Network Pay Subscriber Base shall be calculated on the basis of the Reports furnished as per this Addendum.

### ANNEXURE 3

#### LCN INCENTIVE CONDITIONS

1. In the event the MSO makes available the Channels comprised in the NATIONAL Bouquet in the manner as set out in **Table I** (“**LCN Requirement Grid**”) below, and subject to Paragraph 2 below, the MSO shall be entitled to the Incentive set out in **Table II** below.
2. LCN Rank Requirement as stated in the LCN Requirement Grid shall mean the Rank within the Genre mentioned in the LCN Requirement Grid.

| Table I: LCN Requirement Grid                 |                      |                                  |
|---|----------------------|----------------------------------|
| Channels                                      | LCN Rank Requirement | Genre                            |
| Star Plus                                     | Top 1                | Hindi Entertainment              |
| Life OK                                       | Top 5                | Hindi Entertainment              |
| Star Utsav                                    | Top 21               | Hindi Entertainment              |
| Star Gold                                     | Top 2                | Hindi Movies                     |
| Star Gold Select                              | Top 6                | Hindi Movies                     |
| Movies OK                                     | Top 5                | Hindi Movies                     |
| Star Utsav Movies                             | Top 15               | Hindi Movies                     |
| Channel V                                     | Top 15               | Hindi Entertainment <sup>1</sup> |
| Star Sports 1                                 | Top 5                | Sports                           |
| Star Sports 2                                 | Top 5                | Sports                           |
| Star Sports 1 Hindi (Erstwhile Star Sports 3) | Top 5                | Sports                           |
| Star Sports 1 Tamil (Erstwhile Star Sports 4) | Top 8                | Tamil Entertainment              |
| Star Sports Select 1                          | Top 6                | Sports                           |
| Star Sports Select 2                          | Top 6                | Sports                           |
| Star World                                    | Top 3                | English Entertainment            |
| Star Movies                                   | Top 1                | English Movies                   |
| NGC   | Top 1                | Infotainment                     |
| Nat Geo Wild                                  | Top 5                | Infotainment                     |
| Fox Life                                      | Top 2                | Lifestyle                        |
| Star Pravah                                   | Top 3                | Marathi Entertainment            |
| Star Suvarna                                  | Top 3                | Kannada Entertainment            |
| Suvarna Plus                                  | Top 5                | Kannada Entertainment            |
| Star Jalsha                                   | Top 1                | Bengali Entertainment            |
| Jalsha Movies                                 | Top 1                | Bengali Movies                   |
| Asianet                                       | Top 1                | Malayalam Entertainment          |
| Asianet Plus                                  | Top 5                | Malayalam Entertainment          |
| Asianet Movies                                | Top 1                | Malayalam Movies                 |
| Vijay TV                                      | Top 3                | Tamil Entertainment              |
| Vijay Super                                   | Top 7                | Tamil Entertainment              |
| Maa TV  | Top 2                | Telugu Entertainment             |

<sup>1</sup> Effective from July 29, 2017



|                                |        |                      |
|--------------------------------|--------|----------------------|
| Maa Gold                       | Top 5  | Telugu Entertainment |
| Maa Movies                     | Top 2  | Telugu Movies        |
| Maa Music                      | Top 2  | Telugu Music         |
| Star Sports First <sup>2</sup> | Top 12 | Sports               |

3. LCN positioning of the five (5) Sports Channels excluding Star Sports 1 Tamil namely Star Sports 1, Star Sports 2, Star Sports 1 Hindi, Star Sports Select 1 and Star Sports Select 2 will be consecutive in the Sports genre, without any channel(s) breaking the sequence. Non-compliance of this condition (calculated for each Sports Channel individually) shall be construed as the non-fulfillment of the LCN condition for such Channel.

**Examples:**

- a. if Star Sports 1 is placed at number 2 within the Sports genre, then Star Sports 2, Star Sports 1 Hindi, Star Sports Select 1 and Star Sports Select 2 shall be placed at 3, 4 and 5 respectively, without any other channel(s) placed between the Star Sports Channels thereby disrupting the sequence.
  - b. if Star Sports 1 is placed at number 1 within the Sports genre; Star Sports 2 is placed at no. 3; Star Sports 1 Hindi is placed at no. 5; Star Sports Select 1 is placed at no. 6 and Star Sports Select 2 is placed at no. 7, then the desired LCNs will be construed as not having been provided for three Channels (i.e. each of Star Sports 2 and Star Sports 1 Hindi which are not consecutive and also Star Sports Select 2 which is not placed in the Top 6),
4. In the event that the MSO adheres to the LCN Conditions as set out in Paragraph 1 and Paragraph 2 above, the Incentives referred to in Clause 3.1.2 of this Addendum shall be granted as per the table below:

**Table II**

| Sr. No. | Number of Channels satisfying LCN Conditions                | Incentives  |
|---------|---|-------------|
| 1       | Desired LCN provided for all Channels                       | <b>8.5%</b> |
| 2       | Desired LCN provided for all Channels except for 1 Channel  | <b>4.5%</b> |
| 3       | Desired LCN provided for all Channels except for 2 Channels | <b>1.5%</b> |
| 4.      | Desired LCN not provided for more than 2 Channels           | <b>0%</b>   |

<sup>2</sup> Effective from July 21, 2017

## ANNEXURE 4

### CHANNEL PARITY INCENTIVE CONDITIONS

1. The MSO shall be entitled to the Channel Parity Incentive as set out in table below, in the event the MSO makes available to its Subscribers:
  - (a) each of the Channels comprised of in the NATIONAL Bouquet (except STAR Utsav & Star Utsav Movies), in the Basic Entry Package(s) and Add-on Package(s) comprising of (i) similar channels; and (ii) similar genre and language channels of competing broadcasters, in the manner set out in the table below (“**Parity Requirement Grid**”); and
  - (b) Star Utsav and Star Utsav Movies in every package comprising of (i) similar channels; and (ii) similar genre and language channels of competing broadcasters, in the manner set out in the table below (“**Parity Requirement Grid**”);

| <b>Parity Requirement Grid</b>  |                      |
|---|----------------------|
| <b>Competing broadcaster channels (“Competing Channels”)</b>  | <b>SIPL Channels</b> |
| Zee TV, Colors, Sony, SAB TV, &TV, Bindass, Sahara One, Sony Pal and similar channels   | Star Plus            |
| Zee TV, Colors, Sony, SAB TV, &TV, Bindass, Sahara One, Sony Pal and similar channels   | Life Ok              |
| Zee Anmol, Rishtey, Big Magic, Dillagi, and similar channels  | Star Utsav           |
| Zee Cinema, Sony MAX, Sony MAX 2, &Pictures, Zee Classic, Zee Action, UTV Action, UTV Movies, Filmy and similar channels  | Star Gold            |
| Zee Cinema, Sony MAX, Sony MAX 2, &Pictures, Zee Classic, Zee Action, UTV Action, UTV Movies, Filmy and similar channels  | Star Gold Select     |
| Zee Cinema, Sony MAX, Sony MAX 2, &Pictures, Zee Classic, Zee Action, UTV Action, UTV Movies, Filmy and similar channels  | Movies Ok            |
| B4U Movies, Cinema TV, Enterr10, Houseful Action, Houseful Movies, Maha Movies, Manoranjan Movies, Movie House, Multiplex Movie, Rishtey Cineplex, RT Movies, Sony Wah, Wow Cinema and similar channels | Star Utsav Movies    |
| Zee TV, Colors, Sony, SAB TV, &TV, Bindass, Sahara One, Sony Pal and similar channels   | Channel V            |
| Comedy Central, AXN, Zee Café, Colors Infinity and similar channels   | Star World           |
| Zee Studio, PIX, Movies Now, HBO, WB, MGM, Romyed Now and similar channels  | Star Movies          |
| Discovery, History, Animal Planet, Discovery Science, Discovery Turbo & similar channels  | NGC                  |
| TLC, NDTV Good Times and similar channels   | Fox Life             |
| Animal Planet and similar channels  | Nat Geo Wild         |
| Zee Marathi, Colors Marathi, Zee Talkies and similar channels   | Star Pravah          |
| Zee Bangla, Colors Bangla and similar channels  | Star Jalsha          |
| Sony Aath, Zee Bangla Cinema and similar channels   | Jalsha Movies        |
| Colors Kannada, Zee Kannada, Udaya TV, Udaya Comedy and similar channels  | Star Suvarna         |
| Colors Kannada, Zee Kannada, Udaya TV, Udaya Comedy and similar channels  | Suvarna Plus         |
| Sun TV, Jaya TV and similar channels  | Vijay TV             |
| Sun TV, Jaya TV and similar channels  | Vijay Super          |
| Surya TV and similar channels   | Asianet              |
| Surya TV and similar channels   | Asianet Plus         |
| Surya Movies and similar channels   | Asianet Movies       |
| Gemini TV, ETV Telugu, Zee Telugu and similar channels  | Maa TV               |
| Gemini TV, ETV Telugu, Zee Telugu and similar channels  | Maa Gold             |

|  |            |
|--|------------|
| Gemini Movies, ETV Cinema and similar channels | Maa Movies |
| Gemini Music and similar channels              | Maa Music  |

2. In the event that the MSO adheres to the Channel Parity Conditions for each of the Channels comprised in the NATIONAL Bouquet in the manner as set out in Paragraph 1 above, during every single day of the concerned month, the MSO shall receive a Channel Parity Incentive of 32% on the NATIONAL Bouquet Rate.
3. For the avoidance of doubt it is hereby clarified that, if the MSO fails to adhere to the Channel Parity Conditions for any single Channel comprised in the NATIONAL Bouquet for even a single day during the concerned month, the MSO shall not be entitled to any Channel Parity Incentive for the concerned month.
4. Notwithstanding the above, if the MSO fails to adhere to the Channel Parity Conditions as set out above for any 2 (two) months during the Term, the MSO at SIPL's sole discretion shall not be eligible for any Channel Parity Incentive for a period of upto 3 (three) months immediately succeeding the second default month. This is over and above the MSO not being eligible for Channel Parity Incentive during the concerned default months.

## ANNEXURE 5

### PENETRATION INCENTIVE CONDITIONS

1. The MSO shall be entitled to Penetration Incentive on the NATIONAL Bouquet Rate in terms of one of the scenarios set out in the table below, subject to the MSO achieving the Penetration threshold for each of such scenarios set out below: it is clarified that the Penetration Incentive can be availed by the MSO for the concerned month only with respect to any one of the Scenarios and will not be cumulative

| Scenario | Channels  | Penetration threshold of Network Pay Subscriber Base                 | Penetration Incentive |
|----------|---|--|-----------------------|
| 1        | Star Sports 1, Star Sports 2, Star Sports 1 Hindi / Star Sports 1 Tamil <sup>3</sup> , Star Sports Select 1, Star Sports Select 2, Star World, Star Movies, Star Sports First | >=95% penetration for each of the Channels in column 2 of this table | 35.5%                 |
| 2        | Star Sports 1, Star Sports 2, Star Sports 1 Hindi / Star Sports 1 Tamil <sup>3</sup> , Star Sports Select 1, Star Sports Select 2, Star Sports First                          | >=95% penetration for each of the Channels in column 2 of this table | 34.0%                 |
| 3        | Star Sports 1, Star Sports 2, Star Sports 1 Hindi / Star Sports 1 Tamil,<br>& Star Sports First   | >=95% penetration for each of the Channels in column 2 of this table | 33.0%                 |
|          | Star Sports Select 1, Star Sports Select 2  | >=50% penetration for each of the Channels in column 2 of this table |                       |
| 4        | Star Sports 2<br>& Star Sports First  | >=95% penetration for Star Sports 2                                  | 32.0%                 |
|          | Star Sports 1, Star Sports 1 Hindi / Star Sports 1 Tamil <sup>3</sup> , Star Sports Select 1, Star Sports Select 2  | >=50% penetration for each of the Channels in column 2 of this table |                       |

<sup>3</sup> Penetration for Star Sports 1 Hindi and Star Sports 1 Tamil will be taken together

**ANNEXURE 6**  
**FORMAT OF REPORTS**

**Part A:**

**1. Network Subscriber Base Report**

| Opening STBs of MSO | Active | Closing STBs of MSO | Active | Average STBs of MSO | Active |
|---------------------|--------|---------------------|--------|---------------------|--------|
|                     |        |                     |        |                     |        |

**2. Network Pay Subscriber Base Report**

| Opening STBs of MSO | Active Pay | Closing STBs of MSO | Active Pay | Average STBs of MSO | Active Pay |
|---------------------|------------|---------------------|------------|---------------------|------------|
|                     |            |                     |            |                     |            |

**Part B:**

**1. SIPL Channel(s) Subscriber Base Report**

| Sr. No. | SIPL Channel Name | Opening STBs Count | Active | Closing STBs Count | Active | Average STBs Count | Active |
|---------|-------------------|--------------------|--------|--------------------|--------|--------------------|--------|
|         |                   |                    |        |                    |        |                    |        |

**2. SIPL Bouquet Report (Channel-wise)**

| Sr. No. | SIPL Bouquet Name | SIPL Channels part of Bouquet | Opening STBs count for SIPL Channels | Closing STBs count for SIPL Channels | Average STBs count for SIPL Channels |
|---------|-------------------|-------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
|         |                   |                               |                                      |                                      |                                      |

MSO will provide subscriber base of all Bouquets subscribed in the format listed above

**3. SIPL Channel(s) A-la-Carte Report (Channels not part of Bouquet)**

| Sr. No. | Channel Name (A-la-Carte) | Opening STBs count for SIPL Channels | Closing STBs count for SIPL Channels | Average STBs count for SIPL Channels |
|---------|---------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
|         |                           |                                      |                                      |                                      |

MSO cannot subscribe to same Channel(s) in Bouquet as well as A-la-carte. The above report should include all SIPL Channels taken by MSO on A-la-Carte basis and not part of Bouquet.

**Part C: MSO bouquet(s) to subscribers / consumers (Retail Bouquet)**

**1. Retail Bouquet -wise report**

| Sr. No. | Retail Bouquet name | Opening STBs count for the Retail Bouquet | Closing STBs count for Retail Bouquet | Average STBs count for Retail Bouquet |
|---------|---------------------|---|---------------------------------------|---------------------------------------|
|         |                     |   |                                       |                                       |

**2. MSO retail bouquet -wise channel-wise report**

| Sr. No. | Retail Bouquet name | SIPL Channel part of the Retail Bouquet | Opening STB count for SIPL Channels | Closing STB count for SIPL Channels | Average STB count for SIPL Channels |
|---------|---------------------|---|-------------------------------------|-------------------------------------|-------------------------------------|
|         |                     |   |                                     |                                     |                                     |

**3. Add-on Retail Bouquet wise channel-wise report**

| Sr. No. | Add-On Retail Bouquet_Name | SIPL Channel part of the Add-On Retail Bouquet | Opening STB count for SIPL Channel(s) | Closing STB count for SIPL Channel(s) | Average STB count for SIPL Channel(s) |
|---------|----------------------------|--|---------------------------------------|---------------------------------------|---------------------------------------|
|         |                            |  |                                       |                                       |                                       |

**4. Add-on Retail Bouquet wise channel-wise report**

| Sr. No. | Channel Name (A-la-Carte) | Opening STBs count for SIPL Channel | Closing STBs count for SIPL Channel | Average STBs count for SIPL Channel |
|---------|---------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
|         |                           |                                     |                                     |                                     |

The above report should include all SIPL channels offered by MSO to its subscribers on A-la-Carte basis

**Part D: LCN Report**

| Sr. No | Channel Name | Genre | Language | Channel LCN No | LCN Rank in Genre |
|--------|--------------|-------|----------|----------------|-------------------|
|        |              |       |          |                |                   |

**Part E: Parity Report**

| Sr. No. | Name of all Retail Bouquet & add-On Retail Bouquet (Pay, FTA, Pay + FTA) | Name of all SIPL channels (Pay, FTA, Pay + FTA) | Name of all channels of other broadcasters (Pay, FTA, Pay + FTA) | Parity adhered to (Y/N) |
|---------|--|---|--|-------------------------|
|         |  |   |  |                         |