



**June 6, 2012**

**FOR IMMEDIATE RELEASE**

**New Delhi: June 6, 2012** ..... The NBA Board met today and lauded the Government's move to usher in digitization w.e.f. 1.7.2012. This puts India on the global map, provides for significant transparency and enables the Government to enhance its revenues by way of income tax, service tax and entertainment tax. Importantly from the news broadcasters' point of view there is a significant ray of hope with the potential reduction of carriage and ban on placement fees, both of which have crippled the industry.

It has been brought to the NBA Board's notice about certain rumors that seemed to suggest that there may be an extension of the implementation date of DAS.

The NBA, however, believes that the government would continue with its determination and assurance that the date will be adhered to. The NBA endorses and continues to support this landmark move to implement DAS on 1.7.2012.

The NBA urges the Ministry of Information & Broadcasting to ensure that digitization as notified is made effective from 1.7.2012.

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A handwritten signature in black ink, appearing to read 'Annie Joseph', is written in a cursive style.

**Annie Joseph**  
**Secretary General**