

SkyView to hike fees

EXPRESS NEWS SERVICE (4.1.06)

Bhubaneswar, Jan 3: SkyView, the largest cable TV operator in the State, has decided to hike its monthly subscription fee by four percent with immediate effect in the twin cities. Customers will, therefore, shell out Rs 215 instead of Rs 206 from now on.

A release issued by Ortel Communication said the move was necessitated as it was becoming difficult for SkyView to absorb additional costs after a bouquet of free-to-air channels went pay and pay channels revised their cost twice during the last two years.

It added that though cable operators were allowed by Telecom Regulatory Authority of India to effect inflation-linked seven percent and four percent hike in 2004 and 2005 respectively, SkyView did not follow suit keeping consumers' interest in mind.

But it could not sustain the burden anymore and hence decided to go for a marginal hike, the release said.