

India Pay TV Market Outlook to 2020 - Increasing Penetration and the Advent of Digitization to Spur Future Growth

<https://marketpublishers.com/r/I97BAB35E30EN.html>

Date: October 2015

Pages: 161

Price: US\$ 900.00 (Single User License)

ID: I97BAB35E30EN

Abstracts

The report titled “India Pay TV Market Outlook to 2020 - Increasing Penetration and the Advent of Digitization to Spur Future Growth” provides a comprehensive analysis of Pay TV market in India and covers various aspects such as market size of pay TV, cable TV, DTH and IPTV market. The report also provides market share and revenue of major players operating in pay TV market in India. The future analysis has also been discussed in each of the sub segment of cable TV, DTH and IPTV. The report is useful for Pay TV industry consultants, various media professionals and manufacturers and suppliers of set top boxes, broadcasters and content providers and other stakeholders to align their market centric strategies according to ongoing and expected trends in the future.

India Cable TV Market

India Cable TV market has grown considerably over the past six years and has been the largest contributor in the subscription revenues of the India Cable TV Market during the period FY'2010- FY'2015. Demand for cable TV services in the country has escalated over the past six years due to increased prevalence of digitization drive, increasing household expenditure on entertainment, improving quality of television display, lower costs of service provision and stable user base. Majority of people in India have preferred cable TV due to convenience and lower cost of subscriptions. As of FY'2015, there are three major MSOs, Hathway, Den Networks and Siti Cable which are operating in the cable TV market. Out of the total digital subscriptions in India, Hathway has the highest number of subscribers followed by Den Networks and Siti Cable. On the basis of total cable TV subscribers, Den Network has the largest subscriber base of ~ million. It acquired a market share of ~% in terms of total number

of cable TV subscribers. The India cable TV market showcased healthy growth of ~% during FY'2010-FY'2020. The market for cable TV in India is projected to grow at a CAGR of ~% in FY'2016-FY'2020 and reach INR ~ billion in 2020.

India DTH Market

DTH market has showcased tremendous potential to contribute towards the India Pay TV market with revenues reaching INR ~ billion in FY'2015 at a CAGR of ~% in FY'2016-FY'2020. India DTH market is completely organized due to strict regulatory regime of the Indian government and the heavy licensing policy. The major players operating the DTH market are Tata Sky, Dish TV, Bharti Airtel, Videocon d2h, Reliance and Sun TV. The long term development of DTH market would largely be driven by technological innovation, enhanced services and entry of new players in the market helping the market to grow at a rate of ~% during FY'2016-FY'2020. The revenues are expected to reach INR ~ billion in FY'2020.

India IPTV Market

India IPTV Market is regarded as one the markets in the world which has huge potential to grow in the upcoming future. During FY'2010-FY'2015, the revenue for IPTV Market has grown at a CAGR of ~% reaching INR ~ billion in FY'2015. The sluggish growth pattern of IPTV services is expected to change in the future. As of FY'2015, the largest player operating in the IPTV market in India has been Airtel. Airtel occupied nearly ~% of the market share in the number of subscribers. The lowest market share was held by MTNL and BSNL due to poor quality of broadband service provision. The combined share of MTNL and BSNL has been estimated to be nearly ~% as of FY'2015. With increasing investments in internet technology and the entry of new players in the market, the industry is expected to recover from its declining trend. The market for hospitals is projected to grow at a CAGR of ~% in FY'2016-FY'2020 and reach INR ~ billion in 2020.

Key Topics Covered in the Report:

The market size of India Pay TV, Cable TV, DTH, IPTV market.

Market segmentation of India Pay TV market on the basis of technology, source of revenue (advertising and subscription) and regional demand (urban and rural).

Market segmentation of India cable TV market by technology and by regional demand

Market segmentation of India DTH market

Market segmentation of India IPTV market by regional demand

SWOT analysis of India Pay TV Market.

Trends and Development in the India Pay TV Market.

Growth Drivers in India Pay TV Market

Issues and Challenges in India Pay TV Market

Government Regulations in the India Pay TV Market.

Competitive landscape, detailed company profiles and market share of the major players, companies, manufacturers and importers in India Pay TV, cable TV, IPTV, DTH Market.

Macro Economic factors affecting India Pay TV Market.

Future outlook and projections of India Pay TV Market on the basis of – Cable TV, DTH and IPTV Market.

Contents

1. INDIA PAY TV MARKET INTRODUCTION

- 1.1. India Pay TV Market Size, FY'2010-FY'2015
- 1.2. India Pay TV Market Segmentation
 - 1.2.1. By Technology, FY'2015
 - 1.2.2. By Source of Revenue, FY'2010-FY'2015
 - 1.2.3. By Regional Demand (Rural and Urban), FY'2010-FY'2015

2. VALUE CHAIN OF INDIA PAY TV MARKET

3. INDIA CABLE TV MARKET INTRODUCTION

- 3.1. India Cable TV Market Size, FY'2010-FY'2015
 - 3.1.1. By Number of Subscribers
 - 3.1.2. By Subscription Revenue, FY'2010-FY'2015
- 3.2. India Cable TV Market Segmentation
 - 3.2.1. By Technology, FY'2010-FY'2015
 - 3.2.2. By Regional Demand (Rural and Urban), FY'2010-FY'2015
- 3.3. Market Share of Major Players in India Cable TV Market, FY'2015
 - 3.3.1. By Subscription Revenues, FY'2015
 - 3.3.2. By Number of Subscribers, FY'2015
- 3.4. Major Players in India Cable TV Market
 - 3.4.1. Hathway
 - 3.4.1.1. Company Overview
 - 3.4.1.2. Financial and Operating Performance, FY'2011- FY'2015
 - 3.4.1.3. Product Offerings
 - 3.4.1.4. Business Strategies
 - 3.4.2. Den Networks
 - 3.4.2.1. Company Overview
 - 3.4.2.2. Financial and Operating Performance, FY'2015
 - 3.4.2.3. Product Offerings
 - 3.4.2.4. Business Strategies
 - 3.4.3. Siti Cable
 - 3.4.3.1. Company Overview
 - 3.4.3.2. Financial and Operating Performance, FY'2015
 - 3.4.3.3. Product Offerings
 - 3.4.3.4. Business Strategy

3.5. Regulations in India Cable TV Market

3.5.1. Cable Television Network Rules, 1994

- Application for Registration

- Program Code

- Advertisement Code

- Cable Television Networks Act, 1995 as Amended

- Amendment in 2011

3.5.2. Guidelines for Downlinking and Uplinking of Television Channels

3.5.2.1. Regulations for Downlinking a Channel

- Eligibility Criteria For Applicant Companies

- Eligibility Criteria for Registration of Channels for Being Downlinked

3.5.2.2. Regulations for Uplinking a Channel

- License for Setting Up of Uplink Hub/Teleports

- Permission/approval for uplinking a TV channel from India

- License for uplinking to Indian News Agencies

3.6. Trends and Developments in India Cable TV Market

- Compulsory Digitization of Cable TV

- Phase 1 and Phase

- Phase 3 and Phase

- Headend In The Sky (HITS)

3.7. Growth Drivers of India Cable TV Market

- Government Participation

- Lower Costs of Service Provision

- Stable User Base

- Unaffected by Adverse Weather Conditions

- Formation of All India Digital Cable Federation

3.8. Issues and Challenges in India Cable TV Market

- Poor Quality of Service Provision

- Lack of Transparency in the Number of Operators

- Costs are Expected to Soar Higher

- Supply Side Fragmentation

- Threat of Alternative forms of Subscription

3.9. SWOT Analysis of India Cable TV Market

3.10. India Cable TV Market Future Outlook and Projections, FY'2016-FY'2020

4. INDIA DTH MARKET INTRODUCTION

4.1. DTH Industry Market Size, FY'2010 - FY'2015

4.2. DTH Industry Market Segmentation, FY'2015

- 4.2.1. By Regional Demand (Rural and Urban), FY'2015
- 4.3. Market Share of Major Players in the India DTH industry, FY'2015
 - 4.3.1. Market Share of Major Players in India DTH Industry, FY'2015
 - 4.3.2. Comparative landscape of Major Players in India DTH Industry
- 4.4. Major Players in India DTH Market
 - 4.4.1. Dish TV
 - 4.4.1.1. Company Overview
 - 4.4.1.2. Financial Performance, FY'2010-FY'2015
 - 4.4.1.3. Product Offerings
 - 4.4.1.4. Business Strategies
 - 4.4.2. Tata Sky
 - 4.4.2.1. Company Overview
 - 4.4.2.2. Financial Performance, FY'2015
 - 4.4.2.3. Product Offerings
 - 4.4.2.4. Business Strategies
 - 4.4.3. Airtel Digital TV
 - 4.4.3.1. Company Overview
 - 4.4.3.2. Financial Performance, FY'2011-FY'2015
 - 4.4.3.3. Product Offerings
 - 4.4.3.4. Business Strategies
 - 4.4.4. Videocon d2h
 - 4.4.4.1. Company Overview
 - 4.4.4.2. Financial Performance, FY'2013-FY'2015
 - 4.4.4.3. Product Offering
 - 4.4.4.4. Business Strategies
 - 4.4.5. Reliance Digital TV
 - 4.4.5.1. Company Overview
 - 4.4.5.2. Product Offerings
 - 4.4.6. Sun TV
 - 4.4.6.1. Company Overview
 - 4.4.6.2. Product Offerings
- 4.5. Government Regulations in India DTH Market
 - Ku- Band Ban
 - Grant of License for DTH Services
- 4.6. Trends and Developments in India DTH Industry
 - Use of Enhanced and Superior Technology
 - Shift from Price Competition to Better Service Provision
 - Product Bundling
 - Increasing Use of DTH as a Mode of Promotion

Provision of Services on Mobile Devices

4.7. Growth Drivers of India DTH Industry

Rising Disposable Income and Growing Middle Class

Increasing TV Penetration

Technology Advantage over Cable TV

Better Package Options

Penetration in Cable Dry Areas

4.8. Issues and Challenges in India DTH Market

Low ARPU Restricting Growth

TRAI Content Guidelines

High Tax Structure

Easily Affected by Weather Disruptions

Threat From Alternative Forms of Subscriptions

4.9. SWOT analysis of India DTH Market

4.10. India DTH Market Future Outlook and Projections, FY'2016-FY'2020

BY Revenue

By Number of Subscribers

By Regional Demand

5. INDIA IPTV MARKET INTRODUCTION

5.1. India IPTV Market Value Chain Analysis

5.2. IPTV Market Size, FY'2010-FY'2015

5.3. IPTV Industry Market Segmentation

5.3.1. By Regional Demand, FY'2015

5.4. Market Share of Major Players in India IPTV Market, FY'2015

5.5. Competitive Landscape of Major Players in India IPTV Market

5.6. Product Offerings of Major Players in India IPTV Market

5.6.1. MTNL

5.6.2. BSNL

5.6.3. Airtel IPTV

5.7. Government Regulations in India IPTV Market

5.8. SWOT Analysis of India IPTV Market

5.9. Trends and Developments in India IPTV Market

Time Shifted TV Recording

Interactive Two Way Services

Video Calling

5.10. Issues and Challenges in India IPTV Market

Low Broadband Penetration Rates and Unreliable Internet Connectivity

Limited Network Capacity
Alternative and Cheaper Forms of Subscription
Insufficient Content Provision for IPTV Networks
Lack of Appropriate Investments
High Cost of Service Provision

5.11. India IPTV Market Future Outlook and Projections, FY'2016-FY'2020

6. INDIA PAY TV INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, FY'2016-FY'2020

6.1. Cause and Effect Relationship

7. SNAPSHOT OF INDIA MOBILE TV MARKET

8. ANALYST RECOMMENDATIONS

Recommendations for Existing Players
Recommendations for New Entrants
Recommendations for Government

9. MACRO ECONOMIC FACTORS AFFECTING INDIA PAY TV MARKET

9.1. Number of TV Owning Households in India, FY'2010-FY'2020
9.2. Personal Disposable Income, FY'2010-FY'2020
9.3. Population of India, FY'2010-2020
9.4. GDP of India, FY'2010-FY'2020
9.5. Number of Broadband Connections, FY'2010-2020
9.6. Television Broadcasting Industry in India, FY'2010-DY'2020

10. APPENDIX

10.1. Market Definition
By Revenue
10.2. Abbreviations
10.3. Research Methodology
Data Collection Methods
Approach
Variables (Dependent and Independent)
Final Conclusion

10.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Consolidated Performance of the India Pay TV Market in Terms of Revenues on the Basis of CAGR by Product Categories, FY'2010-FY'2015

Figure 2: India Pay TV Market Size on the Basis of Number of Subscribers in Million, FY'2010-FY'2015

Figure 3: India Pay TV Market Size by Revenue in INR Billion, FY' 2010-FY'2015

Figure 4: India Pay TV Market Segmentation by Source of Revenue in Percentage (%), FY'2010-FY'2015

Figure 5: India Pay TV Market Segmentation by Regional Demand on the Basis of Number of Subscribers in Percentage (%), FY'2010-FY'2015

Figure 6: Value Chain of India Pay TV Market

Figure 7: India Cable TV Market Size on the Basis of Number of Subscribers in Million, FY'2010-FY'2015

Figure 8: India Cable TV Market Size on the Basis of Subscription Revenues in INR Billion, FY'2010- FY'2015

Figure 9: India Cable TV Market Segmentation by Technology on the Basis of Number of Subscribers in Percentage (%), FY'2010-FY'2015

Figure 10: India Cable TV Market Segmentation by Technology on the Basis of Subscription Revenues in Percentage (%), FY'2010-FY'2015

Figure 11: India Cable TV Market Segmentation by Regional Demand on the Basis of Number of Subscribers in Percentage (%), FY'2010-FY'2015

Figure 12: Market Share of Major Players in India Cable TV Market on the Basis of Digital Subscription Revenues in Percentage (%), FY' 2015

Figure 13: India Cable TV Market Share of Major Players by Total Number of Subscribers in Percentage (%), FY'2015

Figure 14: Total Number of Cable TV Subscribers of Hathway in Million, FY'2011-FY'2015

Figure 15: India Cable TV Market Future Outlook and Projections on the Basis of Revenues in INR Billion, FY'2016-FY'2020

Figure 16: India DTH Industry Market Size on the Basis of Subscription Revenues in INR Billion, FY'2010-FY'2015

Figure 17: India DTH Market Size on the Basis of Number of Registered Subscribers in Million, FY'2010-FY'2015

Figure 18: India DTH Market Segmentation by Regional Demand on the Basis of Subscription Revenues in Percentage (%), FY'2010-FY'2015

Figure 19: Market Share of Major Players in India DTH Market on the Basis of Number

of Active Subscribers in Percentage (%), FY'2015

Figure 20: Market share of Major Players in India DTH Market on the Basis of Subscription Revenues in Percentage (%), FY'2015

Figure 21: Dish TV Registered DTH Subscriber Base in Million, FY'2010-FY'2015

Figure 22: Average Revenue Per Unit (ARPU) of Dish TV DTH in INR, FY'2010-FY'2015

Figure 23: Dish TV DTH Subscription Revenues on the Basis of Registered Subscribers in INR Billion, FY'2010-FY'2015

Figure 24: Airtel Digital TV DTH Gross Subscriber Base in Million, FY'2011-FY'2015

Figure 25: Videocon d2h Gross Subscribers in Million, FY'2013-FY'2015

Figure 26: Videocon D2H DTH Gross ARPU in INR, FY'2013-FY'2015

Figure 27: Videocon d2h DTH Gross Revenues in INR Billion, FY'2013- FY'2015

Figure 28: India DTH Market Future Outlook and Projections on the Basis of Revenue in INR Billion, FY'2016-FY'2020

Figure 29: Indian DTH Industry Market Future Outlook and Projections on the Basis of Active Subscribers in Million, FY'2016-FY'2020

Figure 30: India DTH Market Future Outlook and Projections by Regional Demand on the Basis of Revenue in Percentage (%), FY'2016-FY'2020

Figure 31: India IPTV Value Chain, FY'2015

Figure 32: India IPTV Market Size on the Basis of Number of Subscribers, FY'2010-FY'2015

Figure 33: India IPTV Market Size on the Basis of Subscription Revenues in INR Million, FY'2010-FY'2015

Figure 34: India IPTV Market Segmentation by Regional Demand on the Basis of Number of Subscribers in Percentage (%), FY'2015

Figure 35: Market Share of Major Players in India IPTV Market on the Basis of Number of Subscribers in Percentage (%), FY'2015

Figure 36: Market Share of Major Players in India IPTV Market on the Basis of Subscription Revenues in Percentage (%), FY'2015

Figure 37: India IPTV Market Future Outlook and Projections on the Basis of Number of Subscribers, FY'2016 - FY'2020

Figure 38: India IPTV Market Future Outlook and Projections on the Basis of Subscription Revenues in INR Million, FY'2016 - FY'2020

Figure 39: Projected Performance of the India Pay TV Market in Terms of CAGR by Product Categories, FY'2016- FY'2020

Figure 40: India Pay TV Industry Future Projections on the Basis of Subscription Revenues in INR Billion, FY'2016-FY'2020

Figure 41: India Pay TV Industry Future Outlook and Projections on the Basis of Total Revenues in INR Billion, FY'2016-FY'2020

Figure 42: India Pay TV Market Future Projections by Technology on the Basis of Subscription Revenues in Percentage (%), FY'2016-FY'2020

Figure 43: Number of Smartphone Users in India in Million, 2009-2014

Figure 44: Number of TV Owning Households in India, FY' 2010-FY' 2020

Figure 45: India Personal Disposable Income in INR Billion, FY'2010 -FY'2020

Figure 46: Population of India in Million, FY'2010-FY'2020

Figure 47: GDP of India in INR Billion, FY'2010-FY'2020

Figure 48: Number of Broadband Subscriptions in India in Million, FY'2010-FY'2020

Figure 49: Television Broadcasting Industry Size in India in INR Billion, FY'2010-FY'2020

List Of Tables

LIST OF TABLES

Table 1: India Pay TV Market Segmentation by Technology on the Basis of Number of Subscribers in Percentage (%), FY'2010-FY'2015

Table 2: India Pay TV Market Segmentation by Technology on the Basis of Number of Subscribers in Thousand, FY'2015

Table 3: India Pay TV Market Segmentation by Technology on the Basis of Subscription Revenue in Percentage (%), FY' 2010-FY'2015

Table 4: India Pay TV Market Segmentation by Technology on the Basis of Subscription Revenue in INR Billion, FY'2010-FY'2015

Table 5: India Pay TV Market Segmentation by Source of Revenue in INR Billion, FY'2010-FY'2015

Table 6: India Pay TV Market Segmentation by Regional Demand on the Basis of Number of Subscribers in Million, FY 2010-2015

Table 7: Statewise Share of Top 5 MSOs* (based on the Number of Set Top Boxes Seeded in Phase1 and Phase 2 Cities), FY'2013

Table 8: India Cable TV Market Segmentation by Technology on the Basis of Number of Subscribers in Million, FY'2010-FY'2015

Table 9: India Cable TV Market Segmentation by Technology on the Basis of Subscription Revenues in INR Billion, FY'2010-FY'2015

Table 10: India Cable TV Market Segmentation by Regional Demand on the Basis of Number of Subscribers in Millions, FY'2010- FY'2015

Table 11: Market Share of Major Players in India Cable TV Market on the Basis of Digital Subscription Revenues in INR Billion, FY' 2015

Table 12: India Cable TV Market Share of Major Players by Total Number of Subscribers in Million, FY'2015

Table 13: Hathway Cable and Datacom Pvt Ltd. Key Performance Indicators, FY'2015

Table 14: Hathway Datacom Product Offerings and Packages, FY'2015

Table 15: Den Networks Key Performance Indicators, FY'2015

Table 16: Den Networks Product Offerings and Packages, FY 2015

Table 17: Siti Cable Digital TV Product Offerings and Packages, FY'2015

Table 18: Cost Comparison between Cable TV, DTH and IPTV

Table 19: SWOT Analysis of India Cable TV Market

Table 20: India DTH Market Segmentation by Regional Demand on the Basis of Subscription Revenues in INR Billion, FY'2010-FY'2015

Table 21: Market Share of Major Players in India DTH Market on the Basis of Number of Active Subscribers in Million, FY'2015

Table 22: Market Share of Major Players in India DTH Market on the Basis of Subscription Revenues in INR Billion, FY'2015

Table 23: Comparative Landscape of Major Players in India DTH Industry, FY'2015

Table 24: Dish TV List of DTH Channels and Services

Table 25: Dish TV Product Offerings and Packages, FY'2015

Table 26: Tata Sky Product Offerings and Packages

Table 27: Airtel Digital TV Product Offerings and Packages, FY'2015

Table 28: Videocon d2h Product Offerings and Packages, FY'2015

Table 29: Reliance Digital TV Key Performance Indicators, FY'2015

Table 30: Reliance Digital TV Product Offerings and Packages, FY'2015

Table 31: Sun TV Product Offerings and Packages, FY'2015

Table 32: SWOT Analysis of India DTH Market

Table 33: India DTH Market Future Outlook and Projections by Regional Demand on the Basis of Revenue in INR Billion, FY'2016- FY'2020

Table 34: India IPTV Market Segmentation by Regional Demand on the Basis of Number of Subscribers, FY'2015

Table 35: Market Share of Major Players in India IPTV Market on the Basis of Number of Subscribers, FY'2015

Table 36: Market Share of Major Players in India IPTV Market on the Basis of Subscription Revenues in INR Million, FY'2015

Table 37: Competitive Landscape of Major Players in India IPTV Market

Table 38: MTNL IPTV Product Offerings and Packages

Table 39: BSNL IPTV Product Offerings and Packages

Table 40: Airtel IPTV Product Offerings and Packages

Table 41: SWOT Analysis of India IPTV Market

Table 42: India Pay TV Average Channel Package Prices, FY'2015

Table 43: India Pay TV Average Set Top Box Prices, FY'2015

Table 44: India Pay TV Market Future Projections by Technology on the Basis of Subscription Revenues in INR Billion, FY'2016-FY'2020

Table 45: Cause and Effect Relationships between Industry Factors and Indian Pay TV Industry Prospects

Table 46: Number of Mobile Application Subscribers by Companies in Million, FY'2013

Table 47: Correlation Matrix of India Pay TV industry

Table 48: Regression Coefficients Output of India Pay TV Industry

I would like to order

Product name: India Pay TV Market Outlook to 2020 - Increasing Penetration and the Advent of Digitization to Spur Future Growth

Product link: <https://marketpublishers.com/r/I97BAB35E30EN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I97BAB35E30EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

