

# DTH Industry in India (2011-15)

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## Abstracts

### EXECUTIVE SUMMARY

With India's GDP increasing at a remarkable rate the economy is also undergoing remarkable development. With developments across all the sectors and industries, the Entertainment & Media industry is also not far behind. It is currently estimated at INR 450 billion with a CAGR of 18 per cent over the next 5 years.

Television is the fastest growing segment with the penetration of television sets increasing year on year. Terms which were once alien to Indians like DTH, Digital Cable, IPTV are suddenly finding presence in the country's journals. India is expected to overtake Japan as Asia's largest Direct To Home market.

The DTH service market in India has emerged as one of the most lucrative markets. The industry has been witnessing tremendous growth in India for the past few years, thanks to huge investments by existing as well as new players. The Indian DTH industry has already crossed the 30 Million-mark for subscriber base as the quality of service delivered by DTH is superior, compared to cable or any other medium.

### TRENDS IN THE INDUSTRY

Technological Innovations

Shift from price wars to value added services (VAS)

Combined sales of LCDs and DTH connections

Movie partnerships

Digitization mandate

The Indian DTH Industry is currently in the growth phase and expected to attract a large number of subscribers in near future.

## **SCOPE OF THE REPORT**

DTH Industry in India at a glance

Emerging trends in the industry like technological innovations, movie partnerships, shift from price wars to value added services etc.

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

## **REASONS TO BUY**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

## Contents

### **1 .OVERVIEW**

- 1.1. Structure of Television Industry
- 1.2 .Digitization – Boon for the broadcasting industry
- 1.3 .Direct To Home (DTH)

### **2.DEMAND SUPPLY SCENARIO**

### **3.INDUSTRY GROWTH DRIVERS**

- 3.1.Increasing Television Penetration
- 3.2. Advantage over local cable operators

### **4.EMERGING TRENDS IN THE INDUSTRY**

- 4.1.Technological Innovations
- 4.2 .Shift from price wars to Value Added Services(VAS)
- 4.3.Combined sales of LCDs and DTH connections
- 4.4 .Movie partnerships
- 4.4 .Digitization Mandate

### **5.GOVERNMENT REGULATIONS & INITIATIVES**

### **6.SWOT ANALYSIS**

- 6.1.Strengths
  - 6.1.1 Increased high definition services
  - 6.1.2 Declining content acquisition cost
- 6.2 Weakness
  - 6.2.1 Multiple Taxation
  - 6.2.2 Capital Intensive Industry
  - 6.2.5 Transponder Limitations
  - 6.2.6 Technical glitches
- 6.3 Opportunities
  - 6.3.1 Increasing number of TV households
  - 6.3.2 Increasing pace of digitization
  - 6.3.3 Increasing disposable income

## 6.4 Threats

- 6.4.1 Development of technology may turn DTH services obsolete
- 6.4.2 Competition from other TV distribution players
- 6.4.3 Adverse regulatory changes
- 6.4.4 Slowdown in economic growth
- 6.4.5 Set Top Box shortage

## 7.PORTERS 5 FORCES

- 7.1 Bargaining power of buyers
- 7.2 Bargaining power of suppliers
- 7.3 Threat of substitutes
- 7.4 Rivalry among existing players

## 8.KEY PLAYERS

- 8.1.Dish TV
- 8.2.Airtel Digital TV
- 8.3.Tata Sky
- 8.4.Sun Direct TV
- 8.5.Videocon D2H
- 8.6.Reliance Big TV

## 9.THE HERFINDAHL-HIRSCHMAN INDEX

## 10.INDUSTRY PERFORMANCE

## 11.FORECASTS

## 12. ANNEXURE

## List Of Tables

### LIST OF TABLES AND FIGURES

- Figure 1 History of Indian Broadcasting
- Figure 2 TV penetration in households (mn, FY11-FY15E)
- Figure 3 Television industry size (US\$ bn, 2010-2015E)
- Figure 4 Structure of Television Industry
- Figure 5 Pay TV Consumer base (%)
- Figure 6 Pay TV industry market size (US\$ mn, 2010-2015E)
- Figure 7 Pay TV Value chain
- Figure 8 DTH transmission
- Figure 9 DTH industry market size (US\$ mn, 2010-2015E)
- Figure 10 Industry Revenue (US\$ mn, FY11-FY15E)
- Figure 11 DTH industry market share (%)
- Figure 12 DTH Subscriber base (mn, 2011)
- Figure 13 C&S penetration
- Figure 14 Analog & Digital TV penetration (mn, FY11-FY15E)
- Figure 15 DTH penetration (mn, FY11-FY15E)
- Figure 16 Subscription revenue (US\$ mn, 2007-2011)
- Figure 17 ARPU (US\$ pm, FY11-FY15E)
- Figure 18 No. of TV HHs (mn, FY11-FY15E)
- Figure 19 No. of packages offered
- Figure 20 Technological Innovations
- Figure 21 Content acquisition cost (% of subscription revenue, 2009-2011)
- Figure 22 Rural penetration of DTH (% , 2008-2011)
- Figure 23 ARPU (INR/month, 2010-2015E)
- Figure 24 Pay TV subscribers (mn, 2010-2015)
- Figure 25 Market Concentration
- Figure 26 ARPU (US\$/month, 2011)
- Figure 27 Indian TV industry snapshot
- Figure 28 Global TV Subscription Market (2010)
- Figure 29 Indian E&M industry (2010-2015E)
- Figure 30 Per Capita GDP (2005-2025)
- Table 1 Channel offerings
- Table 2 Comparison between Cable TV & DTH
- Table 3 Value added services
- Table 4 Proposed timeline for digitization
- Table 5 Standard Definition v/s High definition

Table 6 Negotiating Leverage of Buyers

Table 7 Negotiating Leverage of Suppliers

Table 8 Threat of Substitutes

Table 9 Degree of Rivalry

Table 10 Threat of New Entry

Table 11 Revenue and Costs

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