

Digital Broadcasting Market in India 2015

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Abstracts

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The report highlights the analysis of the drivers and explains the factors for growth of the industry. Emerging middle class and rising disposable income, Increase in television and radio penetration, complete digitization of TV services and Increase in sale of LCD and LED TVs, are the key drivers of this market. Rise in disposable income of the working class coupled by the new digital wave will overlook the price factor of most forms of digital broadcasting media vis-a-vis analogue cable. Rapid evolution of new technologies such as High Definition (HD), STBs (Set Top Boxes) with inbuilt recorders and delivery platforms, create further opportunities for innovation and growth. Government of India has passed a bill aiming at complete digitization of the cable industry by Dec 31, 2014. Upgrade to LCD (Liquid Crystal Display) TVs has shifted viewership trend to DTH/digital broadcast

There are various challenges too that the Digital Broadcasting Market faces, High costs involved in digital conversion, Shortage of set top boxes are the major challenges faced by the auto ancillary industry. Costs in digital conversion primarily centres on costs of providing duplicate transmission equipment and distribution infrastructure. Digitization process entails internal costs to broadcasters for upgrading their program creation and presentation; High costs involved in digital broadcasting mechanism poses as a challenge that the sector needs to overcome. As the nation gears up for a switch from analogue to digital transmission, set top boxes are required to continue watching cable television. Operators are facing a crunch in the supply of set-top boxes for the entire population base in India. Further India is going digital at the same time as other nations including Brazil, Russia, China and South Korea, which is making the situation bleak in terms of meeting demands of set top boxes.

The Telecom Regulatory Authority of India (TRAI) has proposed a 50% reduction in the

airtime of television advertisements which will eventually result in halving the amount of ad inventory and render a better viewership experience. The government has liberalized the broadcast sector ahead of India's shift to digital carriage of television channels, raising foreign direct investment (FDI) ceiling to 74 % in direct-to home (DTH) and multi-system operators (MSOs0029.

Contents

Slide 1: Executive Summary

INTRODUCTION

Slide 2: Digital Broadcasting Sector in India – INTRODUCTION

Macro Economic Indicators

Slide 3: GDP at Factor Cost: Quarterly (2011-12 - 2014-15), Inflation Rate: Monthly (Jul-Dec 2013)

Slide 4: Gross Fiscal Deficit: Monthly (Feb 2013 - Jul 2013), Exchange Rate: Half Yearly (Apr 2014- Sep 2014)

Slide 5: Lending Rate: Annual (2011-12 - 2014-15), Trade Balance: Annual (2010-11 – 2013-14), FDI Annual (2009-10 - 2012-13)

MARKET OVERVIEW

Slide 6: Digital Broadcasting Market – Global

Slide 7: Digital Broadcasting Market – India

Slide 8-9:

Value Chain

Analysis

Segments

Slide 10: Digital Broadcasting – Platforms

Slide 11: Digital Cable TV

Slide 12: Digital MMDS Terrestrial TV Broadcasting System

Slide 13-14: Direct To Home (DTH)

Slide 15-16: IPTV

Slide 17-18: Mobile TV

Slide 19-20: Digital Radio

Slide 21: Digital TV Broadcasting – Spectrum

DRIVERS & CHALLENGES

Slide 22: Summary

Slide 23-26: Drivers

Slide 27-28: Challenges

Government Participation

Slide 29: Summary

Slide 30-32: Government Participation

TRENDS

Slide 33: Summary

Slide 34-39: Key TRENDS

COMPETITIVE LANDSCAPE

Slide 40: Market Competition – Porter’s Five Forces Analysis

Slide 41: Public Trading Comparables (2014)

Slide 42-44: Competitive Benchmarking

Slide 45-78: Major Public Players

Slide 79-88: Major Private Players

STRATEGIC RECOMMENDATION

Slide 89: STRATEGIC RECOMMENDATIONS

APPENDIX

Slide 90: Key Ratios Description

Slide 91: Sources of Information

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