

Indian DTH Market Outlook 2020

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Abstracts

The Direct-to-home (DTH) industry growth in India has surpassed all expectations by growing at an unprecedented pace, recently. The market has outpaced the analogue cables market in the country due to a soaring number of televisions in households, introduction of high definition (HD) services and various government interventions. This recent momentum has made way for a possibility that Indian DTH industry may supersede other global DTH markets in terms of the number of subscribers in near future. On the backdrop of all the above factors, the Indian DTH market is expected to grow with a CAGR of around 16% during the forecast period of 2016 to 2020.

According to the “Indian DTH Market Outlook 2020”, report, rising competition amongst various players in Indian DTH market has led to a fall in installation prices and availability of a wide range of channel subscription options for users. The decline in Set-Top Box (STB) prices has also made DTH services more viable for the Indian users. Besides, the mandated introduction of digitization of distribution has proved promising in bringing a large number of urban households within the ambit of digital domain.

RNCOS’ new report contains comprehensive information about DTH service providers in India, including an in-depth analysis of their strengths and weaknesses. It covers factors like number of TVs and C&S in households, HD share in DTH’s active base, and the set-top box market in the country, along with different payment modes for recharge offered by the service providers, etc. It also highlights the reasons for which incumbent players have been investing huge amounts of money in promotion and marketing of DTH services in the country.

The report focuses on current industry trends and drivers like Government’s mandate in favour of digitization, improved accessibility in rural markets, fierce competition resulting in cheaper services - all of which are boosting the overall DTH market in the country. The report also studies the consumer’s behaviour pattern in India and elaborates

various factors that will enable citizens to switch to DTH services in near future. Further, it gives a thorough understanding about the regulatory framework associated with DTH services in the country. Overall, the report aims to help clients recognize/identify factors which will drive the industry in the coming years.

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