

Indian DTH Market Forecast to 2012

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Abstracts

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The direct-to-home (DTH) TV industry has been witnessing tremendous growth since the past few years. This growth has been supported by huge investments by the existing as well as new players. The DTH market acquired around 30 Million subscribers by the end of 2010, an increase of approximately 50% over 2009. The entry of new players in the Indian DTH industry is intensifying competition. Due to this intensified competition, installation prices are declining and subscribers now have a wide range of options.

The reason for this high growth in DTH subscriber base can be attributed to the fact that quality of service delivered by DTH is superior compared to cable or any other medium. As DTH TV industry is currently in the phase of growth, it is expected to attract a large number of subscribers in near future. As per our new research report “Indian DTH Market Forecast to 2012” the number of DTH subscribers is projected to grow at a CAGR of around 23% during 2011-2014, reaching 69 Million.

For the purpose of research, we have not included Doordarshan, which is a free DTH service provider. The report contains comprehensive information about DTH service providers in India, with a focus on in-depth analysis of their strengths and weaknesses. It also explains the reason due to which, all the incumbent players have been investing huge amounts in the promotion and marketing of DTH services in the country.

“Indian DTH Market Forecast to 2012” The report highlights certain key marketing strategies along with the current industry trends. These marketing strategies could serve as a benchmark for the anticipated future growth of the Indian DTH market. Apart

from this, the report will also help clients to recognize/identify the factors that will drive the country's DTH market in the coming years. The report also studies the Indian consumer behavior and elaborates various factors that will enable people to switch into DTH in the near future.

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