

Assessment of the Internet TV Market in India

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Abstracts

Executive summary

Although the Internet Television market in India is at its nascent stage currently, it is being recognized as a sector set to witness robust growth and innovations. With TV and internet being the biggest source of entertainment and with broadband connectivity growing in India, the market for internet television is projected to grow and expand. Experts believe that in future IPTV is likely to emerge as “the single largest driver of growth” for telecom companies.

Even though the sector faces certain inhibitors including regulatory and infrastructure problems, a lot of opportunities also exist to satisfy end users. With large players such as Google and Apple showing keen interest in this Industry it can be safely assumed that the sector presents large opportunities to players.

Why should the report be purchased?

The report ‘Assessment of the Internet TV Market in India’ highlights key trends emerging in the market along with initiatives being taken by the major service providers. The current market scenario and future prospects of the sector has also been examined along with the industry value chain.

Research methodology and delivery time

SRI has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis. The report is available as single-site single-user license. The delivery time for the electronic version of the report

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