

# **India Broadcasting and Cable TV Market, By Type (Terrestrial Television, Cable TV and Satellite), By Revenue Generation (Subscriptions, Advertising and Public Funds), By Region, Forecast & Opportunities, FY2026**

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## **Abstracts**

India broadcasting and cable TV market was valued USD 11.61 Billion in FY2020 and the market is forecast to reach USD 19.06 Billion in FY2026. The major factors propelling the growth of the market in India are favorable regulations, technological advancements and growing investment opportunities in the broadcasting and cable TV market. The increasing demand of TV sets, especially in rural India is also one of the key factors supporting the growth of this market. Further, the growth in entertainment industry with growing demand for international TV channels and shows is also propelling the growth of India broadcasting and cable TV market through FY2026.

In recent times, India has witnessed surge in active subscriber base with entry of various Multi System operators (MSOs). The digitization of cable TV in India is at advanced stage with market driven by content innovation and product offerings. Direct-to-home (DTH) subscriptions are growing rapidly with increasing per capita disposable income of the country. The increased usage of 3G and 4G services along with influx of new content creation methods are some other factors expected to drive the growth of India broadcasting and cable TV market by FY2026.

India broadcasting and cable TV market is segmented based on type, revenue generation and region. Based on type, the market is segmented into terrestrial television, cable tv and satellite. Cable tv & satellite dominated the market in FY2020 with share of 98.89%. Users are opting for the DTH or cable services which offers sufficient regional channels at the feasible prices. Especially users look for the songs,

news and movies in the regional language or in a local content, consequently, driving the broadcasting & cable tv market of India.

Major players operating in the India broadcasting and cable TV market are Siti Networks Limited, DEN Networks Limited, Tata Sky Limited, GTPL Hathway Limited, Sun Direct TV Private Limited, Dish TV India Limited, Bharti Telemedia Limited, NXTDIGITAL Limited, Fastway Transmission Private Limited and Asianet Satellite Communications Limited among others. There are 1471 registered MSOs in India, of which 1143 are currently operational. There are also about 100,000 local cable operators (LCOs) operating in the country.

Years considered for this report:

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022–FY2026

Objective of the Study:

To analyze and forecast the market size of India broadcasting and cable TV market.

To classify and forecast India broadcasting and cable TV market based on type, revenue generation, company and regional distribution.

To identify drivers and challenges for India broadcasting and cable TV market.

To examine competitive developments such as expansions, new launches in India broadcasting and cable TV market.

To conduct pricing analysis for India broadcasting and cable TV market.

To identify and analyze the profile of leading players operating in India broadcasting and cable tv market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of broadcasting and cable TV service providers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service provider companies which could not be identified due to the limitations of secondary research. TechSci Research analyzed the companies, end users and presence of all major players across India.

TechSci Research calculated the market size of India broadcasting and cable TV market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Broadcasting and cable TV service providers/partners

Industry Experts

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to broadcasting and cable TVs

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as companies, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, India broadcasting and cable TV market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Broadcasting and Cable TV Market, By Type:

Terrestrial Television

Cable TV

Satellite

India Broadcasting and Cable TV Market, By Revenue Generation:

Subscriptions

Advertising

Public Funds

India Broadcasting and Cable TV Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India broadcasting and cable TV market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

*India Broadcasting and Cable TV Market, By Type (Terrestrial Television, Cable TV and Satellite), By Revenue G...*

company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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