

Direct-to-Home (DTH) Market in India: 2011 Edition

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Abstracts

Direct-to-Home (DTH) is a distribution platform for multichannel TV programs on KU band by using a satellite system which transmits signal directly to the subscriber's premises. Over the past few years, the DTH market has grown from a niche delivery mechanism to mainstream business. As the government is opening up the DTH sector, a handful of players have entered the market. DTH industry relies on three major supplies: Consumer Premise Equipment (CPE), comprising of the Satellite Dish, Set Top Box with Access Card, the Ku band transponders in the orbiting satellites and content.

The major players in DTH market in India are Dish TV, Tata Sky, Sun Direct, Big TV, Airtel Digital TV and Videocon D2H. Over the years, Dish TV has been the market leader of DTH market followed by Tata Sky. The number of DTH subscribers has been increasing continuously. Digital technology holds around one fourth portion of the total television industry in which DTH occupies maximum share. Due to growing number of channels shifting to the digital platform, bargaining power of DTH providers has been increasing. For broadcasters also, the share of DTH in domestic pay revenue has been increasing. It is expected that DTH ARPU would continue to grow rapidly.

This report delves into the segments of DTH market in India based on urban and rural segment, market dynamics including recent trends on the basis of content cost and programming cost, drivers which affect DTH market. Issues or challenges faced by DTH market of India have also been discussed. This report also provides a basic understanding about the competition prevailing among the existing players in DTH market. The report profiles the major companies, with a discussion of their key business strategies.

Further, we have predicted the future growth of the number of DTH households in India by combining SPSS Inc.'s data integration and analysis capabilities with our relevant

findings. We employed various significant variables that have an impact on this industry and created regression models with SPSS to determine the future direction of the industry.

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