

FOR IMMEDIATE RELEASE

Increasing income and demand for enhanced viewing experience driving DTH in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its DTH in India report covering an industry with strong growth potential. The rising number of television households over the years is expected to boost the DTH market.

Mumbai, India – December 7, 2009 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its DTH – India report covering a niche industry which is expected to grow in the future. Dominated by the northern and western regions, the market will attract investments due to the growing consumer perception to shift from cable to DTH due to superior picture quality and access to various interactive services.

The report begins with an introduction to DTH and its growth story. An overview of the DTH market has been given including figures for the market size, segmented pay television subscriber base and the distribution of DTH across television households. Major geographical regions have been marked. This section also highlights the revenue model adopted by players, the focus areas for players towards expanding revenues as well as the cost structure.

The drivers and challenges explain the factors influencing growth of the industry including the growing middle-class and rising disposable income, increasing television penetration and sale of LCD monitors, price war and different package options which has been attracting consumers and the advantage over traditional cable operators. The key challenges identified encompass the acquisition of a share of the cable driven market and facing the new age IPTV, TRAI's content guidelines, demand supply gap for transponders in a 7 player broadcast market and the cap on foreign investments.

Key characteristics of the market has been highlighted covering technological innovations, shift from price war to offering exclusive value added services, combined retail of LCD and DTH connections and partnerships with movie distributors. The major government regulations such as taxation, custom and excise duty as well as tariff regulations have been mentioned.

Competition section provides a summary of the competitive scenario including the segmented market share. It also includes profiles of the major players in the market. The section includes a brief company overview, various packages offered, business highlights and interactive services provided by each player.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com