

Overview of DTH (Direct To Home) In India

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ABSTRACT: Direct-to-Home (DTH) defines as Transmission of digital video channel to the subscribers at their Home directly through dish. It was created a revolution in the Television Industry through Digitalisation. DTH directly compete to the cable operators and keep away them by providing the best picture quality by facilitating direct broadcast to consumer. Direct-to-Home (DTH) is one of the recent addition and has become an effective medium of an entertainment through attracting everyone. The drawback of cable operators had lead to the creation of DTH industry in India. Tata sky, Reliance Big tv, Airtel digital tv, Dish tv, Videocon d2h etc are the major DTH Service providers in Indian market. DTH players concentrate more on value added services to get market advantage.

Key Words: DTH development, Digitalization, Cable operator, Satellite.

Introduction

DTH is the short form of 'Direct to Home' service. It can provide television viewing services directly to subscribers through satellite transmission anywhere in the country. For that a dish is placed outside a home which helps in receiving the signals and broadcasting the transmission onto a television. The signals are digital by nature and are received directly from the satellite. DTH is one of the important invention which created revolution in television industry. Recently, the demand for DTH is growing day by day. There are many companies in the market providing DTH services. To survive in the market they add more new subscribers by providing more attracting offers. So each and every DTH service provider come with many new features to become very competitive. There is cut throat competition between private players and public sector. Many DTH industries lost their market due to various problems like poor area coverage and poor signal quality. Non-existence of towers in rural areas resulted in a great loss for many DTH industries. DTH provide clear picture quality than cable TV. DTH offers stereophonic sound effects. Apart from enhanced picture quality, DTH also have some advance features like movie-on-demand, internet access, video conferencing and e-mail. Now many branded DTH are available to the customers with varying features. Customers prefer the service provided by their operators for various reasons, and a bundle of expectations. Normally they prefer better service at lowest cost. Customers face many problems in their DTH connections nowadays, namely poor clarity of signals, signal interruption, disconnection while watching, high cost for paid channels, poor customer care service, delay in activation. coverage and poor signal during raining, difference in monthly charges between different network, customer service center attitude towards solving problems and billing system. Now-a-days, the customers are more dynamic and every human being is changing time to time according to the changing trends in every day's life. The biggest changes occurred in consumer products, new and innovative technology has used to satisfy the consumers. Hence, the development of DTH industry mainly depends on customer satisfaction. However, the following questions may arise regarding customer satisfaction.

Objectives

- To study the growth of DTH in India.
- To study the difference between DTH and Cable operator
- To study how DTH can works

Limitation

This study is not include primary data it is only based on secondary data.

Research Methodology

This study applied the descriptive and analytical study. It is based on the secondary data collected thru web sources and books.

DTH Service Providers in India



There are seven DTH service providers in India such as; Tata Sky, Dish TV, Airtel Digital TV (ADTV), Videocon D2H, Independent TV (Earlier named as Reliance Digital TV (RDTV) and Big TV), Sun Direct, DD Free Dish (previously known as DD Direct+). Dish TV is the first private DTH satellite television provider in India .DTH service was launched in 2004 by launching of Dish TV. It is owned by Essel Group's Enterprises. It has 42 percent of the India DTH market. Tata sky was established in 2004. It is a unique Joint Venture between the TATA Group and STAR. Tata Sky is in the second position with 25 percent share. Sun Direct is a DTH satellite television provider in India, it was registered in 16th February, 2005. Sun Direct has 11 percent share. Reliance BIG TV is the 5th a DTH satellite provider in India based in Navi Mumbai , it is a part of Reliance Communications Ltd. Now it is known as Independent TV. Airtel digital TV, Bharti Airtel Limited is the flagship company owned by Bharti Enterprise. Airtel, which has 21 percent share, is the third largest DTH operator in India. All of these companies can provide the HD Channels. Except DD Direct+ it is also known as a Free Dish is a free-to-air satellite service in India, actually it is the only FTA satellite service in India. It doesn't provide any HD channel.

Recently the DTH Service providers added some innovative features like: HDTV(High Definition Channel) , Record , Rewind and Pause, 3D Tv and Internet .

India's DTH industry have 69.37 million subscribers. A main important key factor for the growth of DTH industry is the government's ordinance for the digitization. Recently changes in user friendly technology and increased value proposition can enhance television viewing experience of the DTH Subscribers. Addition to that one more important for growth of DTH industry is customer service because it can play a vital role to differentiator for the DTH service providers. Now a day DTH Industry face Challenges are low Average Revenue per user (ARPU), and high churn rate. Current, rate of churn for the DTH industry is 14-16%.

DTH v/c Cable

Broadcasting Technology

The Local cable operators transmit the television signals from receiving office to the cable subscriber's home through coaxial cable. While DTH is concern they directly it transmit the received signals directly to the subscribers through dish which installed on a roof of the DTH subscribers.

Picture quality

The picture quality of DTH is quite superior than the cable operators. The main reason is that the cable operator used coaxial cable for many kilometers from their office to the actual user means cable subscribers as a result the picture quality was distorted. While the DTH is concern a small cable is used from Link the set up box with dish installed on terrace of subscribers.

Cost effectiveness

Cost is concern the cable operators are quite cost effective than DTH. Majority of the channels are involved in the cable connection. While the DTH can more Packages oriented as per the need of subscribers. So it is more costly than Cable tv.

Flexibility

DTH is provide more flexibility to the subscribers in terms of number of channel they willing to watch or not. It will provide customized service to the customers. While in the case of local cable operator they cannot reduce the number of channels. If any customer wants to customer wants to add particular channel of interest then cable operator may not agree to provide it.

Weather effect

In the poor weather condition especially in rainy season the DTH facing a problem of signals. Because of fading cause the telecast is interrupted in heavy rain as well as cloudy weather condition. The cable operator have the major advantage that they are not facing network loss problem.

Portability

DTH is more useful as far as portability is concerned as same companies like Dish TV, Tata Sky, Videoon D2H, Sun Direct etc are present throughout the country. In case of change in city or area people can carry the satellite dish antenna and STB along with them and get it installed at new location. This is not possible with cable operators as each area within the city is served by different cable operator. Even between the cities there is no link between cable operators providing service in different areas of respective cities.

Advanced features

The DTH subscribers enjoy much more advance features and service such as Video on demand, Interactive Tv. On the other side the Cable operator are getting the advantage of this features. So, compare to Cable operator the DTH provide better facility of good all round viewing experience.

Maintenance and service:

When the subscriber face any problem regarding service just because of Technical issue than the Compare to DTH the local cable operator can solve it in within a short period of time. Every user can expect that faced problem solved very fast. It is reverse in the case of DTH the maintenance service takes two to three working days for technician to visit the premises and it also chargeable.

Monopoly

There are many companies providing the DTH services which can gives advantage to the customer by providing choice to them. In the case when a user is not satisfied with any DTH company than he/she can switch to another company. The cable operator is concern there is only one cable operator is for one area or city. They have no permission to enter in another geographical areas. As result it will create a monopoly. So the subscriber have only one option to be with the same cable operator or switch to DTH.

Elements of DTH

An important elements required in a direct to home (DTH) satellite system: like; Programming source, Broadcast center, Satellite, Dish, Receiver.

A DTH service provider has to lease Ku-band transponders from the satellite. The encoder converts the audio-video data signals into the digital form and the multiplexer mixes these signals. At the user end means Home place of the DTH Subscribers, there will be a small dish antenna and set-top boxes which can decode and view numerous channels.

Conclusion

DTH is growing more and more day by day as a result it will create a cut throat completion among the DTH Service providers in the market. DTH can provide their subscribers to control their viewing programmes compare to cable operators. DTH is the best option as especially for isolated places which is far away from city area. It is also quite popular in Mountain Area where cable operators find difficulty to operate. So, just because of some unique and special features of DTH, it will become more popular alternative of the Cable Television. It was created a revolution in the entertainment industry through digitalization of TV.

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