

JAINHITS in support of Digitalisation

Noida Software Technology Park Limited (NSTPL), a JAIN TV group company, along with Motorola, Intelsat and KIT digital, is launching India's First Direct To Network (DTN) cable service – JAINHITS to support government's plan of digitalising the entire cable TV networks. JAINHITS will mobilize the investment of over ₹1500 crore over the period of five years in the Headend In The Sky (HITS) platform, with strategic support from its partners to deliver affordable digital service to existing cable operators and MSOs. Motorola is the end to end technology partner, KIT digital is the solution architect and managed services partner, and Intelsat is the satellite provider for the JAINHITS service. JAINHITS service will be available pan India to cable operators and MSOs by November 2012.

HITS is a satellite-based platform for distribution of digital TV signals to cable operators. In the first phase, JAINHITS will offer 200 standard definition and high definition service; HBB TV (Interactive TV) and broadband. In the second phase, it will be scaled to offer 500 channels including 30 HD channels and value added services for e-commerce, education, healthcare, financial services, gaming, and on-demand content etc. Within one year of launch, the platform will evolve into a multi-screen service.

Dr J. K. Jain, Chairman, Jain TV Group said, 'instead of investing our energies and money in building multiple



digital headends, Cable Operators should join hands towards creating the HITS partnership into a Federation of Cable Operators that will jointly create India's unique new generation network to carry entertainment, education and information across the length and breadth of India. Let JAINHITS Federation of Cable Operators lead India to a cheerful digital revolution.



Dr J. K. Jain, Chairman

Commenting on the launch, **Ankur Jain, Managing Director, JAINHITS**, said, "We thank all our partners who have worked with us to bring India's first Direct to Network service. Today, there are about 7 DTH operators, 60,000 Cable Operators and about 6000 Headend operators who connect over 120 million TV Homes. JAINHITS will be the only national cable platform that can help achieve digitization within stipulated deadline. With JAINHITS the national digitization infrastructure



Ankur Jain

expenditure on network can reduce from ₹30,000 crore to 1,500 crore. We will be operating the latest technology in DVB S2 MPEG 4 quality over satellite followed by DVBC transmission for cable. These technologies are more suited for broadcast than IPTV and DTH as they are weather proof, capacity efficient and can run 1000 channels unlike DTH and IPTV."

Commenting on the partnership, **Kevin Keefe, VP & GM-Sales, Asia Pacific - Motorola Mobility** said, "It is an interesting time in India as the country gears up to have digital cable revolution. As the global leader, we are excited to be part of this revolution and bring in all our experience in making sure the Indian consumers get the best TV viewing experience there is anywhere in the world."



Kevin Keefe

As previously announced, NSTPL signed a multi-year, multi-transponder agreement for C-band capacity on Intelsat 902 at 62 degree East. The company plans to use the capacity to create a white label, turnkey channel package (JAINHITS) that can be received and distributed by multiple

system and local cable operators throughout the country.

Stephane Thibault, Managing Sales Director, Media Services, Asia – Intelsat, said, “India has a flourishing cable distribution market and millions of people in India watch TV via cable. With cable going digital soon in the country it makes sense to implement HITS technology. Intelsat’s satellites and video services enable new and



Stephane Thibault

innovative platforms that can efficiently reach consumers in regions of the world such as India.”

Nicole Dixon, Managing Director, APAC – KIT digital, said, “Media landscape in India is changing and the JAINHITS project is among our most exciting and challenging engagements. We are happy to be a strategic partner and sole system integrator and solution architect for the HITS platform, which we believe will



Nicole Dixon

transform digital TV distribution in the country and pave the way for an IP-based video delivery system to benefit all.”

She further said, “KIT digital will supply an E2E solution for a multiplex service, distributing over 500 channels to cable operators across India. We will be working with technology partners Motorola and Intelsat to manage delivery of the complete solution which we have specifically designed to support a seamless expansion to future OTT/ IPTV services. KIT digital will also provide 24/7 managed services to monitor and maintain all aspects of the HITS platform.”



	JAINHITS	Present Land Based Cable/MSO	DTH
1.	500 channels service	500 channels service	Cannot provide 500 channels service due to satellite capacity limitations
2.	Cost of cable Headend is Rs. 12 lakh with CAS & SMS	Cost of cable Headend with CAS & SMS is Rs 1cr to 3cr	NA
3.	MPEG 4 Quality	MPEG 2 Quality	Both MPEG 2 & MPEG4
4.	No interruption in service due to bad weather	No interruption in service due to bad weather	Service interruption due to bad weather
5.	HBB TV (Hybrid Broadband TV or Internet on TV)	Basic Standard Definition TV offered	No interactive TV possible. Even with advanced technologies, very little interactivity possible
6.	Due to economies of scale, cost to consumer will be un-paralleled and will keep reducing further	No benefits of economies of scale. In fact, as operations become big, the cost and management become too complex and eventually customer suffers	Has benefits of economies of scale
7.	Postpaid service	Postpaid service	Prepaid service
8.	Flexibility to change billing plans or purchase options midway	Flexibility to change billing plans or purchase options midway	No Flexibility to amend packages once bought
9.	One hour customer service, spares and replacements available locally	One hour customer service, spares and replacements available locally	Response time 24 to 72 hours
10.	Free after sales service	Free after sales service	Costly after sales service
11.	Two-way networks enable many interactive services. Education, Healthcare, Commerce, Gaming and on demand content coming soon	Interactive services possible. However, need complex implementation for across geographies	No interactive service possible
12.	Full multi-screen operations to be showcased within 60 days	Networks to be completely redesigned for multi-screen operations	No multi-screen operation possible
13.	Full Broadband offered	Some MSOs offer Broadband	No Broadband possible