

# DTH DATA

DTH Networks →	Dish TV	DD Direct	Tata Sky	Sun Direct	Big TV (Reliance)	Airtel Digital TV (Bharti Telemedia)
<b>Launch Date</b>	Oct. 2003	Oct. 2004	Sept. 2006	Jan. 2008	August 2008	Oct. 2008
<b>Subscribers as on December 2008</b>	4+ million	6.5 million	3.5 million	1.7 million	1 million	0.5 million
<b>No. of Channels</b>	205	42	160	123	202 ch. including 32 exclusive movie channels	175
<b>Cost of Hardware Package</b>	Rs. 2490-3990 +3 months to 1 year subscription & credits for free movies on pay channels	Rs. 2000 (Approx)	Rs. 1000	Rs. 1000	Rs. 2490	Included in offers
<b>Installation</b>	Included	included	Rs.1499	Included	Included	Included in offers
<b>Subscription (Per Month)</b>	Rs.100 for 85 ch., Rs.300 for 140 ch.	Free	Rs.175 for 65 ch. Rs.310 for 123 ch.	Basic Rs 75 for 75 channels Add on package from Rs.20 to Rs.140 per month	Rs.100 for 44 ch., Rs.175 for 101ch. + Top-up packs from Rs.25-Rs. 40	Monthly rental from 7 <sup>th</sup> month Rs. 148
<b>Offers</b>	Entry Point-1990/- Rs.100 for 125 ch., Happy Home offer- Rs. 1990 Maxi- Rs. 2490		Entry Point-2999/- Rs.99 for 53 ch.,	130 Ch. For Rs.99 10 months Subscription for, Rs. 999 Dish & STB free	44-FTA ch. for Rs.100/-, For FTA ch.one time fees for Hardware Rs.1490/-	<b>In South India</b> Silver Offer: 12 Month's subscription free, 79 channels for Rs. 2000. Gold Offer: 6 Month's subscription free, 144 channels for Rs. 3500. <b>In Rest of India</b> Gold Offer: 6 Month's subscription free, 113 Channels for Rs. 2500. Platinum Offer: 6 Month's subscription free, 136 Channels for Rs. 3500
<b>Satellite:-</b>	Nss-6	INSAT-4B	INSAT-3B,4A	INSAT-4B	MESAT-3	INSAT-4CR
<b>Location:-</b>	95°E	95°E	83°E	95°E	91.5°E	74°E
<b>Technology</b>	MPEG-2	MPEG-2	MPEG-2	MPEG-4	MPEG-4	MPEG-4

## DTH PROJECTIONS

	2007	2008	2009	2010	2011	2012
<b>Dish TV</b>	2.5 m	3.54	4.2	5.0	5.7	6.3
<b>Tata Sky</b>	1.5m	2.5	3.2	4.0	4.8	5.5
<b>Sun TV</b>		0.5 m	0.8 m	1.0	1.4	2.0
<b>Reliance</b>		1.0 m	1.5	2.5	3.3	4.0
<b>Bharti</b>	----		1.0	2.0	2.8	3.6
<b>Videocon</b>	----			19(E&Y)	1.5	2.2
<b>Total-DTH</b>	3.5	7.5	10.8	15.5	19.5	23.6
<b>Cable</b>	75m	96 m	8.6 m	108 m	120 m	132.00
<b>TVH</b>	115 m	127 m	42 m	160 m	175 m	192 m

Sources : Cable Quest