

Difference between DD DIRECT+ & other DTH systems

Most of the DTH Systems, operating all over the world, provide Paid Service. The encrypted TV signals are received from the satellite on the Dish Antenna and transmitted to the DIGITAL DECODER. The customer is provided with a Viewing Card, which is inserted into a slot in the DIGITAL DECODER. The Viewing Card decrypts the TV signals chosen & paid for by the customer. A Viewing Card is a credit card sized smart card, which contains information about the channels that the customer has subscribed to. When inserted in the Decoder it enables viewing of the channels chosen by the subscriber. The subscription charges for viewing these channels are collected by the DTH operator.

However, DD DIRECT+ would be totally different, as Doordarshan would not be charging any subscription fee from the viewers, making the system cheap and affordable for all.

Receive system of DD DIRECT+ would be cheaper as compared to receive system of other DTH operators as all the channels proposed under Doordarshan project are Free-To-Air and therefore SMS and CAS are not envisaged. No smart card/conditional access system is required at the uplinking or downlinking site.