

## FAQs on HITS

### Q. What is HITS Technology?

- A.
- HITS Stands for HEAD END IN THE SKY (HITS)
  - HITS is the latest; most cost effective mode of providing digital cable TV signals, across the whole country, in the most cost effective way
  - It is the only technology that allows a LCO become a MSO and manage his subscribers and his network operations independently
  - All signals are received from satellites directly, hence no loss of signal
  - High quality of Video and sound
  - WWIL provides all technical support for the LCO to install a HITS Digital Head End
  - WWIL also offers a wide choice of packages (Starting from Rs 60+ Taxes) for your customers to choose from
  - Customer support is managed by Subscriber Management System (SMS)

[Go to Top](#)

### Q. What are the requirements for a prospective HITS LCO?

- A.
- The LCO should have a postal registration with the local postal office for providing cable TV in the area he wants to operate
  - The LCO enters into an agreement to provide HITS with WWIL
  - WWIL helps and guides the LCO all along. The hardware installation, Channel Packages and customer care is supported by WWIL

[Go to Top](#)

### Q. What is the Hardware required to Launch HITS?

- A.
- **At LCO Premises – To receive the digital signal from satellite directly**
    - o One Complete Receiving Unit
      - § This consists of
        - Two C Band Professional Dish Antennas (Your existing DISH ANTENNAS can be utilized, if technically compatible)
        - One KU Band Dish Antenna 120 CMS
        - A Set of 13 Trans-modulators
        - Rack (no need if you already have 15 rack Space)
        - UPS (No need if you have 1.5 KVA Offline capacity left)
  - **At Customer Premise – To decode the digital signal**
    - o Digital Set Top Box (STB)

[Go to Top](#)

### Q. What is the Cost of this Hardware?

- A.
- **Complete HITS Receiving Unit**
    - o Rs 3.5 Lacs (Approx) including installation and commissioning of the unit
  - **Set Top Box (STB) – There are two business models available for STBs**
    - o **Rental**
      - § Activation Charges: Rs 499 + Taxes
      - § 13<sup>th</sup> to 72<sup>nd</sup> Month: Rs 30 + Tax
    - o **Outright Purchase**
      - § Rs 2000/-

[Go to Top](#)

### Q. Can the LCO utilize his existing cable network in HITS?

A. 

- Yes. The existing coax cable and amplifiers are utilized in this technology
- The LCO can also utilize his existing Dish Antennas (if technically compatible); UPS and Earthing

[Go to Top](#)

Q. **Can a LCO insert video channels locally?**

A. 

- Yes. The LCO can insert channels locally on digital mode
- Additional Hardware is required to do so. This hardware is required to be purchased additionally by the LCO

[Go to Top](#)

Q. **Can the LCO continue giving Analogue feed also along with the Digital HITS Feed on the same network?**

A. 

- Yes

[Go to Top](#)

Q. **What are the Frequencies used for HITS Digital feed?**

A. 

- LCO can use any frequencies between 300 to 860 MHz

[Go to Top](#)

Q. **What are the bands used for HITS?**

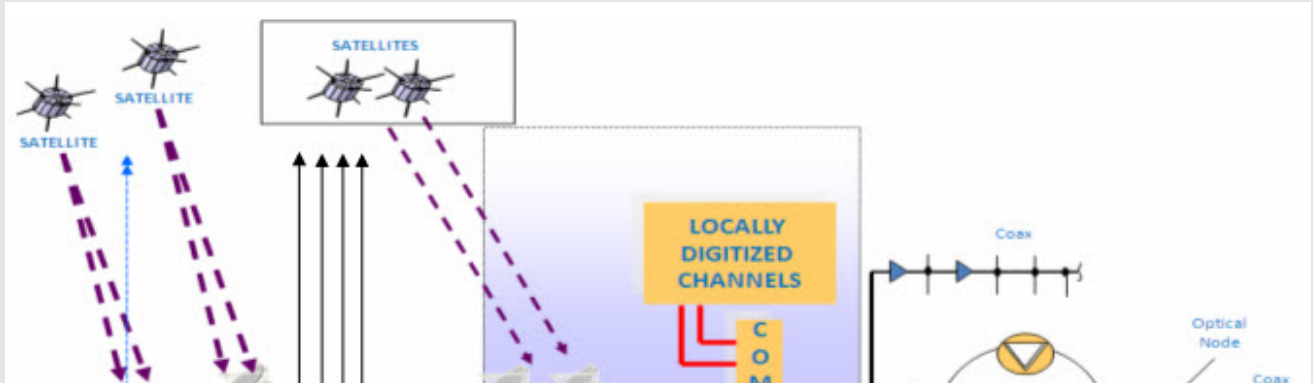
A. 

- Both C and KU bands are used in HITS Signal Transmission

[Go to Top](#)

Q. **What is the HITS Architecture?**

A.





[Go to Top](#)

**Q. How is HITS service better than DTH; Analogue and other Digital Cable Services?**

A.	Analog Cable	Digital Cable	DTH	HITS
	Low Spectrum <106 Channels	High Spectrum high carrying cost	Low spectrum high carrying cost	High Spectrum with lowest possible carrying cost.
	Low Quality, Noise, Grainy Pictures	Better Quality but prone to interferences because of analog channel mixing.	Better quality but does not work in bad weather.	Best Quality with no interference, and no effect of bad weather.
	Prone to Cable Cuts and competition.	Prone to Cable Cuts and competition.	Prone to long service hours and downtime in case of little disturbance of satellite dish, and product technical faults.	Instant localized support. No dish antenna in every home, localized STB product backup.
	No-Uniform pricing and unprofessional work practice.	No-Uniform pricing and service as it is CITY centric not area / LCO centric	High Pricing with comparatively lesser offering, you pay but you do not own the equipments.	Uniform PAN INDIA pricing and support centric to particular society or townships.
	Local Channel Insertion not possible because of lesser bandwidth availability.	Possible but with heavy cost	Not possible at all.	Possible and specific to only extra product charges no carriage fee.

**Q. Are Value Add Services (like VOD; Games; etc) possible on HITS?**

A. . YES

[Go to Top](#)

**Q. What is the billing process?**

A.

- . This is a Pre-Paid Mode of billing
- . Service Provider raises invoice on LCOs on the package basic price (without any taxes, but including service tax @ 10.3% on the basis price)
- . The LCO raises invoice on his customers including all taxes (Service Tax; Entertainment Tax; etc) and his margin
- . LCO Collects all payments from his subscribers