





- Joint venture of the TATA group and STAR TV (News Corp.)
- Launched in 2006, reached fastest 1 million subs. in the DTH industry ever
- Offers over 190 TV channels & cutting edge interactive services
- Technology leader, first to launch a DVR in India followed by HD service...HD DVR to follow
- 24x7 call centers, support in 11 languages, Gold standard in customer service
- Value share market leader with over 40% share, healthiest ARPU in the category
- Only DTH company awarded the Super brand status in India

INDIA...most competitive DTH market in the world



Indian Media & Entertainment Industry...the growth story

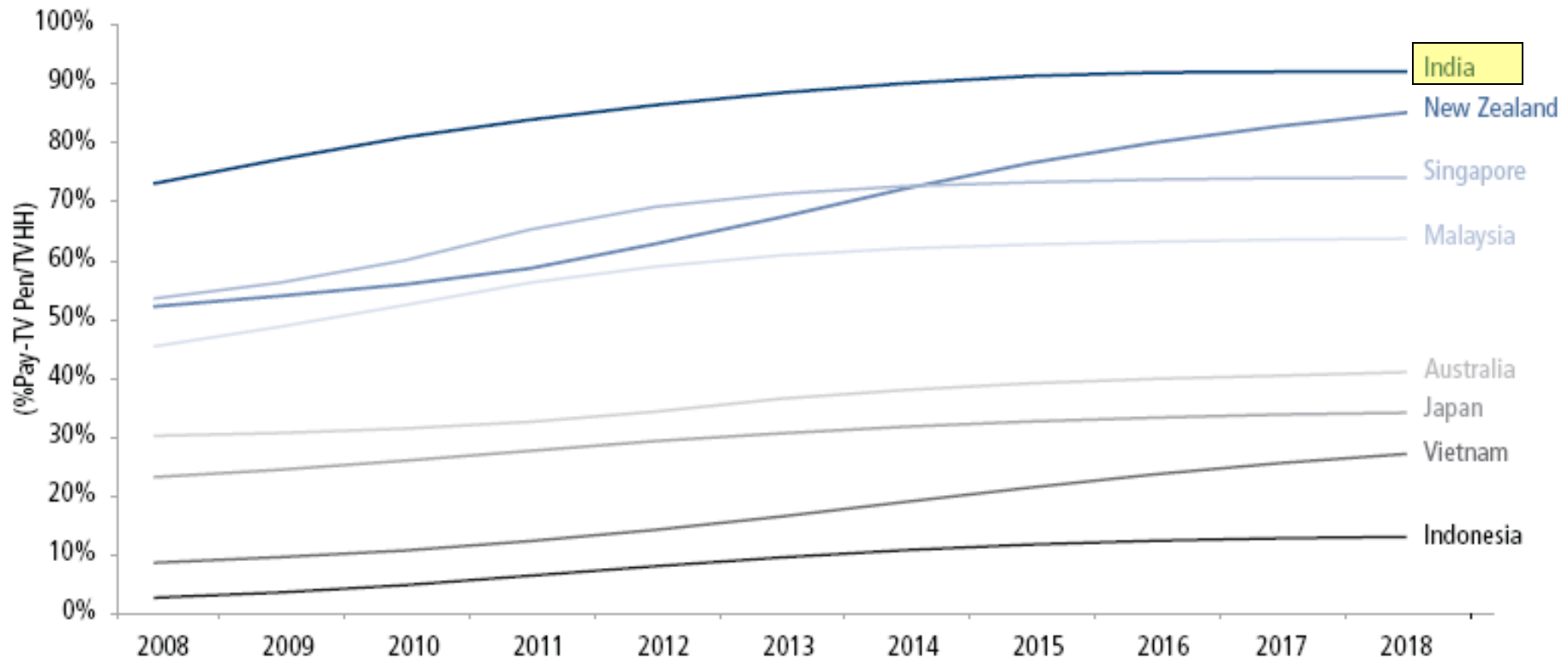
\$ Million	2004	2006	2010
TV	3,200	4,800	10,800
PRINT	2,200	3,200	5,200
FILMS	1,500	2,100	3,700
RADIO	60	125	350
MUSIC	170	180	200
OOH	210	250	475
LIVE ENT.	175	225	450
INTERNET	15	40	205
TOTAL	7,550	10,900	21,300

- From USD 11 Bn (2006) to USD 22 Bn (2010)
- 18% CAGR over the next 5 years
- TV will have the lions share (50%)

Source : Industry estimates and PWC analysis

INDIA....leading Pay-TV penetration

Pay-TV Penetration Dynamics: Growth Markets



Source: MPA research estimates
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Source :
MPA report, 2010

INDIA... 153 Mn Pay TV HHs by 2018

Figures in '000

Ranking	Market	2008
1	China	162,799
2	India	94,264
3	Korea	17,637
4	Japan	11,055
5	Taiwan	6,327
6	Malaysia	2,646
7	Australia	2,369
8	Hong Kong	1,794
9	Vietnam	1,736
10	Philippines	1,166
11	Thailand	908
12	Indonesia	830
13	New Zealand	803
14	Singapore	583

Ranking	Market	2013
1	China	208,266
2	India	137,097
3	Korea	19,193
4	Japan	14,860
5	Taiwan	7,109
6	Malaysia	4,011
7	Vietnam	3,656
8	Indonesia	3,412
9	Australia	3,034
10	Hong Kong	2,202
11	Thailand	1,862
12	Philippines	1,593
13	New Zealand	1,100
14	Singapore	806

Ranking	Market	2018
1	China	236,445
2	India	152,508
3	Korea	19,673
4	Japan	16,700
5	Taiwan	7,362
6	Vietnam	6,475
7	Indonesia	5,048
8	Malaysia	4,474
9	Australia	3,539
10	Hong Kong	2,396
11	Thailand	2,291
12	Philippines	1,905
13	New Zealand	1,436
14	Singapore	859

From **94 Million** in 2008 to **153 Million** in 2018

Growth of more than 65% in 10 years

Source :
MPA report, 2010

DTH - 2010

Total Households	:	223 million
TV HH's	:	133 million
Pay TV HH's	:	104 million
DTH HH's	:	25 Million

INDIA...from 3.8 Million DTH subs. in 2007...

DTH SATELLITE TV		
Y/E Dec.		2007
DTH Satellite Subs	(000)	3,811
SD	(000)	3,811
HD [Note: HD is a subset of SD]*	(000)	-
% Change	(%)	229.7%
% DTH Pen./TVHH	(%)	3.2%
Net New DTH Subs	(000)	2,655

Source :
MPA report, 2010

... to 58 Million DTH subs. in 2020

Figures in '000

DTH SATELLITE TV		
Y/E Dec.		2020
DTH Satellite Subs	(000)	58,471
SD	(000)	58,471
HD [Note: HD is a subset of SD]*	(000)	9,431
% Change	(%)	2.2%
% DTH Pen./TVHH	(%)	30.8%
Net New DTH Subs	(000)	1,269

India...largest DTH market in Asia Pacific

Growth of over **300%** in next 10 years

Source :
MPA report, 2010

Pay Television (Cable) – Stakeholders' Woes

Consumers

- Lack of choice
- Poor, inconsistent quality & service
- Frequent downtime of service / channels
- Single bouquet – no package options
- Lack of special interest channels
- Poor rural availability

Broadcasters

- Get paid for less than 20% of their subscriber base
- Revenues highly dependent on advertising
- Financially unviable to launch niche channels

Government

- Loss of direct and indirect tax revenues
- Piracy
- Rural India left behind in cable revolution

Advertisers

- Never know the true reach of any channel, cannot measure ad spend effectiveness

Why Satellite TV will win...

- Proven, superior technology and value added services
- Professional customer service
- All India coverage at low incremental per subscriber cost
- Huge investments needed in upgrading cable infrastructure all across India
- Appeal of Broadband service will be limited to metros and large cities

Promoting Digitalization...Regulatory focus

- **Notifying a Tariff Order for Addressable Platform**
 - Tariff Order notified for broadcasting services and cable services provided to subscribers, through addressable systems
 - Goes a long way in promoting level playing field and addressing the anomalies of the unaddressable sector
- **TRAI recommendations on Foreign investment in Broadcasting sector**
 - recommends that the foreign investment limit for broadcast carriage services like DTH to be 74 per cent
 - Also recommends 74% for Cable Networks-MSOs operating at National or State level provided they undertake up gradation of networks towards digitalization with addressability. Must specify the a-la-carte rate for each pay channel
- **Recommendations on Implementation of Digital Addressable Cable TV Systems in India**
 - recommends that all service providers who have set up a digital addressable distribution network be treated similar to telecom service providers and be eligible for income tax holiday for the period from the date of setting up of the network, or 1.04.2011 whichever is later till 31.03.2019.
 - recommends that the basic custom duty on digital head-end equipments and STBs be reduced to zero for the next 3 years to give a boost to conversion of the broadcast distribution network to digital addressable.

Tata Sky.... collaborating with Sharp Corporation , Japan



SHARP



- Tata Sky has sourced over 5 Million Low Noise Block Down Converters (LNB) from Sharp
- Plans to explore production & sourcing of Solar powered set top boxes with Sharp

Thank you