MARKET REPORT

DTH SEES INCREASE & CATV HOLDS ON

The DTH numbers have seen an upswing while CATV is holding on steady.

The active subscriber base in the pay direct-to-home (DTH) industry has increased by 1.59%. According to the latest Performance Indicator Report (PIR) from the Telecom Regulatory Authority of India (TRAI), private DTH companies added 1.04 million paid active subscribers as on December 31, 2022 compared to September 30, 2022.

Pay DTH has attained a total active subscriber base of around 66.62 million. This is in addition to the subscribers of the DD Free Dish (free DTH services of Doordarshan). The total active subscriber base has increased from 65.58 million in September 2022 to 66.62 million in December 2022.

In terms of market share, Tata Play's share was 32.70% for the quarter. Bharti Telemedia's (Airtel DTH) market share was 26.35%, Dish TV had 22.36% market share during the quarter and Sun TV Direct TV had 18.59% market share.

CABLE TV SECTOR

According to the report, as on 31st December 2022, there are 1748 MSOs registered with MIB. As per the data reported by MSOs and HITS operators, there are 12 MSOs & 1 HITS operator who have a subscriber base greater than one million. GTPL Hathway had the highest subscriber base of over 8 million followed by Siti Networks Ltd with over 6 million and Hathway Digital with over 5 million subscribers.

PAY TV CHANNELS

As per the reporting done by broadcasters in pursuance of the Tariff Order dated 3rd March 2017 as amended, out of 892 permitted satellite TV channels which are available for downlinking in India, there are 357 satellite pay TV channels as on 31st December 2022. Out of 357 pay channels, 254 are SD satellite pay TV channels and 103 are HD satellite pay TV channels.