The Cable TV is holding on steady despite the OTT onslaught and the DTH numbers rising. The CATV industry will see a remarkable transformation. The future of the media sector globally is witnessing changes and will usher major transformation in the coming decade.

Globally we have witnessed that long-term success in streaming requires establishing a durable subscriber relationship. I would like to harp here that the cable TV industry was the first to build on a durable subscriber relationship, way before the streaming platforms and other players emerged on the scene. Across the globe, we can see the media companies are building on the long and successful legacy of the cable TV model. Media companies offer consumers a bundled offering of streaming content and other services and thereby increasing subscriber lifetime value. This bundling allow media companies to improve efficiency while the consumers benefit by paying a lower price for the content in a single offering.

This way by offering a greater selection of content on a common platform, and at an attractive relative price, LCO / MSO players will have options to keep the subscriber engaged with them.

The platforms can link the video subscription to e-commerce, music, fitness, and other lifestyle offerings.

This kind of approach in the CATV sector if adopted in India will pave the way for driving the numbers of CATV subscribers up in this segment. This requires a concerted effort from the CATV community, which will reap dividends for them.

Innovate and proliferate – that should be the mantra for the future.