

DTH SURGE IN SUBSCRIPTION REVENUES



DTH market subscription is growing and the subscriber base grew marginally by 2.8 lakh and is today stands at around 70.26 million from 69.98 million in December 2019. These are findings from the Indian Telecom Services Performance Indicator Report January-March 2020 published by the Telecom Regulatory Authority of India (TRAI).

The segment had reported a base of 69.30 million in September 2019.

DTH sector is dominated by Tata Sky (32.33%), followed by Dish TV (29.49%), Bharti Telemedia (23.65%) and Sun Direct TV Pvt Ltd (14.53%).

DTH broadcasting, which accounts for 37% of total television subscribers in India, is set to notch up a revenue growth to touch ₹ 22,000 crore.

DTH subscriber base increased as cable TV subscribers shifted after implementation of the Trai's new tariff order. A total of 926 private satellite TV channels have been permitted by the ministry of information and broadcasting. This is an increase from the 918 reported in December 2019 and 910, as of September 2019.

There are 333 pay TV channels, as on 31st March 2020, which includes 235 SD (standard definition) pay TV

channels and 98 HD (high definition) pay TV channels. Again, this is a marginal increase from the 332 channels reported as of December 2019 and 330 in September 2019.

The number of DTH operators remains four while the number of MSOs (multiple system operators) is 13.

BALAJI TELEFILMS RECORDS LOSSES



Balaji Telefilms Limited has reported losses of ₹ 1.40 crore on a standalone operating revenue of ₹ 21.17 crore for the quarter ended 30 June 2020 (Q1 2021, quarter under review). Balaji reported a consolidated loss of ₹ 27.9 crore for the period under review per an investor presentation. For the corresponding year ago quarter (Q1 2020), Balaji had reported consolidated loss of ₹ 42.2 crore on consolidated operating revenue of ₹ 90.5 crore. Balaji had reported standalone profit of ₹ 10.43 crore in Q1 2020 on a standalone revenue of ₹ 116.07 crore. Consolidated EBIDTA for Q1 2021 was a loss of ₹ 26.30 crore as compared to a loss of ₹ 32.33 crore for Q1 2020. Read more stories on Alt Balaji

Hit by a halt in all production during most of Q1 2021, Balaji has reported consolidated operating revenue of ₹ 35.1 crore. A big chunk of the operating revenue – ₹ 14.9 crore,

came in from Balaji's OTT platform ALT-Balaji. ALT-Balaji subscription revenue increased to ₹ 12.9 crore in Q1 2021, while for Q1 2020, ALT Balaji's reported subscription revenue of ₹ 6.7 crore.

HOICHOI TO DOUBLE REVENUE



Bengali OTT platform Hoichoi is set to increase its revenues and with an impressive subscriber base of 13 million, they aim to double its size and revenue for the next few years as every year the addressable market will increase.

The platform has always talked about leveraging the diaspora audience. It appears to be a perfect strategy for it as 40 per cent of its revenue coming from international markets. Bangladesh has obviously a very big market for it but what is more interesting is it has seen many subscribers coming from Japan, Sweden, as Hoichoi co-founder Vishnu Mohta shared.

Hoichoi entered the market in 2017, it will again launch a campaign during Durga Puja. From October to March, the platform plans to launch at least three originals every month including one marquee content.

It is not only taking its content game one step ahead but investing in technology as well. The platform has also revealed today its new UI/UX design. ■

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