

17 - 19 OCTOBER, 2024  
Jio World Convention Centre, Mumbai

[www.scatindiashow.com](http://www.scatindiashow.com)



## SCAT INDIA TRADE SHOW 2024: DELIVERING HYBRID CABLE TV SERVICES WITH SMART BROADBAND TECHNOLOGY INTEGRATION

The **SCaT India Trade Show 2024** held from October 17-19, 2024, at the Jio World Convention Centre, Mumbai was a vibrant platform for the cable TV, broadband, and satellite industries in India. This year's event saw an impressive gathering of exhibitors and visitors including technology innovators, content providers, and infrastructure providers. The show provided a stage for showcasing advancements in set-top box technology, OTT integration, and solutions for optimizing broadband networks.

### Technologies on display

The products and technologies on display at the Scat India Trade Show focussed on Hybrid and Smart Set-Top Boxes with new models supporting both cable and OTT integration, allowing seamless switching between linear TV and streaming services.

Broadband Solutions included Fiber-to-the-Home (FTTH) i.e. Expanded fiber optic solutions to meet growing demand for high-speed internet, especially in underserved regions. Wi-Fi 6 and Mesh Systems: Advanced Wi-Fi solutions offering higher speeds, increased range, and better handling of multiple connected devices. Content Delivery Networks (CDNs) which

had Edge Computing: Low-latency CDNs with edge computing features, enabling faster content delivery and supporting local caching to reduce data load. Multi-CDN Solutions: For resilience and faster streaming, exhibitors demonstrated multi-CDN setups to ensure uninterrupted content delivery and Cloud-Based Content Management Systems....etc.

### Key trends highlighted included:

The demand for OTT services led to a focus on hybrid set-top boxes and smart solutions that combine linear TV with streaming platforms.

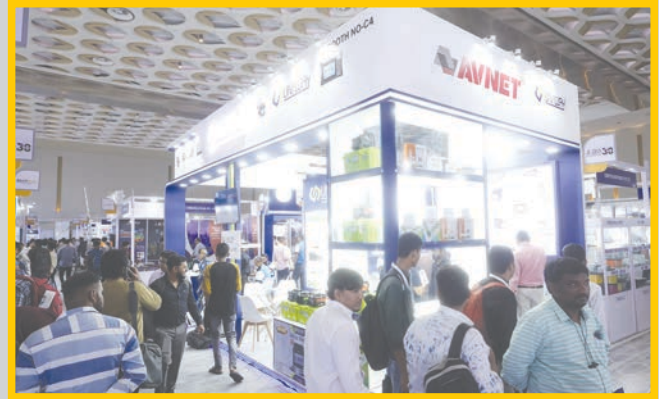
India's broadband landscape, particularly the importance of expanding fiber networks to rural areas was a major focus. Exhibitors presented cloud-driven content management systems and remote network management tools, aimed at improving service scalability and resilience.

The Scat Conference 2024 had an overriding theme of 'Broadband Technologies Enhancing Cable TV Delivery'. Panels and fireside chats featured industry leaders discussing the Future of Cable TV in a Streaming World and Enhancing Broadband for smarter Cable TV integration.

























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# CONFERENCE

## Panel Discussion: THE FUTURE OF CABLE TV IN A STREAMING WORLD



## Panel Discussion: CHALLENGES AND SOLUTIONS IN BROADBAND-CABLE

