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Interactive services and customized solutions to drive IPTV Market in India, finds Netscribes

Netscribes (India) Pvt. Ltd. launches a report on the IPTV Market in India 2011 as part of Netscribes' Media and Entertainment Series.

Mumbai, India – September 19, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *IPTV Market in India 2011*. In India, the IPTV market is still at a nascent stage but has strong growth potential. It holds a promising future in the Indian market since it offers entertainment, internet, telephony and video streaming boxed together. With increasing broadband penetration, IPTV expects to capture the Indian market and give stiff competition to the existing digital cable and DTH players.

The report begins with an introduction to IPTV and its various applications. It also includes IPTV architecture which comprises mainly of various IPTV components likes content aggregator, managed IP network, broadband access network, and in-home network. The IPTV value chain is also provided, showing the various activities handled by the equipment and technology providers, network and service providers, and customer.

This is followed by the market overview section which begins with an insight into the global IPTV market, its size and growth, and total number of IPTV subscribers. It moves on to the Indian IPTV market, its size and growth, total number of subscribers and average revenue per user (ARPU) of IPTV. Interactive applications will play an important role in the future adoption of IPTV and higher demand for them will drive this market in India. Technological innovation and distinct applications offered by IPTV services will drive this market in the future and help it invade into the cable and DTH space.

An analysis of the market characteristics explains the factors for growth of the industry and its key challenges including robust television industry, broadband penetration, cost structure, physical infrastructure and competitive environment. Strong opportunity exists in the market as cost of IPTV services is reducing. This coupled with the fact that the television industry is growing and the trend towards interactive and customized services, will lead to a developing market. However, India lacks the physical infrastructure for IPTV systems, not providing the necessary accessibility to consumers. Stiff competition from existing players like digital cable and DTH also creates a major hurdle for this market.

This is followed by a section on government regulation which includes provisioning of IPTV services, content regulation, down-linking policy, FDI ceiling and tariff regulations. The future outlook section provides an insight into the future prospects of the market and includes wireless IPTV, customization of services and interactivity. With the launch of 3G and WiMAX technology in India, wireless IPTV also called 'Quadruple Play', will bring about a huge change in the IPTV market. Additionally, interactive applications and technological innovations in this market will help IPTV to score better than digital cable or DTH players in future.

The competition section provides an overview of the competitive landscape in the industry and includes a detailed profile of the major IPTV service providers, domestic and foreign vendors in the market. The report concludes with a section on strategic recommendations which comprises of an analysis of the growth strategies of the IPTV market in India.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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