

A COMPARATIVE STUDY OF VARIOUS DTH SERVICE PROVIDERS

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ABSTRACT

Direct-to-Home (DTH) defines as Transmission of digital video channel to the subscribers at their Home directly through dish. It was created a revolution in the Television Industry through Digitalisation. DTH directly compete to the cable operators and keep away them by providing the best picture quality by facilitating direct broadcast to consumer. Direct-to-Home (DTH) is one of the recent addition and has become an effective medium of an entertainment through attracting everyone.. DTH players concentrate more on value added services to get market advantage.

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. By proving its resilience to the world, the Indian M&E industry is on the cusp of an intense phase of growth, backed by rising consumer demand and improving advertising revenues. The industry is primarily driven by increasing digitization. The mass media in the present era have assumed vital importance in daily life. Television is one of the major mass media of India and is a huge industry and has thousands of programs in all the [states of India](#)

Keywords: Consumer demand, Digitization, subscription, Mass Media

INTRODUCTION

The Government of India has supported M&E industry's growth by taking several initiatives such as digitising the cable distribution sector to attract more significant institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms. Also, granting industry status to the film industry for easy access to institutional finance (www.ibef.org). So this study made an attempt to know the Comparative study of various DTH services in Coimbatore District.

REVIEW OF LITERATURE

Irinsudha and Jayanthi (2013) carried out a study on 'Comparative Study on the Various Direct-To-Homes Service Providers in Chennai'. The study attempted to compare the services offered by several DTH service providers. Hence, the data consisted of a sample of 300 respondents. Several statistical tools, such as Chi-square, ANOVA, were applied to the collected data. In summary, the study concluded that there is an association among the reasons for going for DTH and the factor that more channels, transparent payment, interactive service, and superior video quality add value to the service.

Tiwari (2014) in the study entitled "A Comparative Study of Sales Promotion Strategies of DTH Service Providers". The study aimed at identifying the sales promotion strategy, which was the critical factor in a customer choosing the service provider. The extent of spread and popularity of DTH was limited to several groups. Also, the impact of DTH services and adds on among several groups of subscribers and the role of technology in the selection of service provider was highly appreciable. The total numbers of questionnaires distributed to the respondents were 400. Out of which 230 had been chosen for the study. Furthermore, two-fold questionnaires were designed to collect data from Direct-To-Home service subscribers and potential subscribers. The satisfaction level of the users was measured on three and five-point Likert Scale. From the study, it was found that the interactive services, number of channels, and price of the DTH services were the factors considered by subscribers for the selection of the DTH service provider. Dish TV and Tata Sky were the top two DTH service providers which were preferred by the respondents. Overall, the