

IPTV progress in India - slow but promising

The report provides a snapshot of the IPTV market in India, including the subscriber base and growth figures. The dynamics across the value chain as well as the readiness of the Indian market for IPTV services has been discussed.

Knowledgefaber, a consulting and research firm, announces the launch of its report on IPTV's Progress in INDIA. Knowledgefaber tracks emerging technologies in emerging markets such as India, China, Brazil, and others.

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The existing trends in the market have been identified. Some of the highlights of the IPTV market are:

- Internet Protocol Television (IPTV) is the delivery of broadcast-quality television and/or video signals to subscribers over a broadband connection using the Internet Protocol (IP). In IPTV only selected programming and on-demand content are delivered to the consumer, while on satellite and cable, all channels are being pushed all the time to the consumer's home
- IPTV offers a wide range of services like VOD (Video on demand), interactive gaming, personal and digital video recording, B2B videoconferencing, transfer of files/content between devices, including PC, mobile phone, TV and several others
- IPTV's subscriber base is expected to grow at more than 100 percent every year from now till 2013. It is expected that India will have more than 3 Million subscribers by 2013
- 3 major operators (BSNL, MTNL, Bharti Airtel) have already entered this field and 1 more is expected to join by the end of 2009
- MNC and Indian equipment, solution, VAS, content providers have a great opportunity in the India market
- Other operators (apart from above 4) would show cautious approach towards taking up investments in IPTV as ROI fears continue to exist

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