

IPTV progress in India - slow but promising

By Knowledgefaber

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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.

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 and TV, single bill and single customer care for all telecom – phone, TV, internet.
- IPTV's subscriber base is expected to grow at more than 100 percent every year
- 3 major operators have already entered this field and 1 more is expected to join by the end of 2009
- MNC and Indian equipment/solution providers have a great opportunity in the India market
- Other telcos (telecom operators) would show cautious approach towards taking up investments in IPTV as ROI fears continue to exist

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About Knowledgefaber

Knowledgefaber (www.knowledgefaber.com) is a consulting and research firm with clientele across the globe. The company specializes in customized market research, analysis, data analytics, and research based problem solving/ consulting. Knowledgefaber also conducts training programs on Research and consulting for both corporate and individuals. At its core lies a true value proposition that draws upon a vast knowledge base.

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Category	Iptv
Tags	IPTV, Telecom, Wireless, india, Internet, progress, benefits
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