



# Hathway Cable & Datacom Limited

Cable TV Industry & Digitalization



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# MSOs Role in Successful Digital Implementation

The Multisystem Operator being the consolidator of broadcast channels at its Network Operating Centre and delivery thereof on its Gateway/Network to the LCO/Customer assumes its all-important status in the hierarchy.

- ⊕ Consolidation of broadcast signals and up gradation of Headends
- ⊕ Process of digitalization includes Encryption of Signals and maintaining Subscriber Management System (SMS) which provides and generates reports for various interested parties.
- ⊕ Setting up of 24 x 7 Customer Care Center to ensure better end to end customer services.
- ⊕ To provide Set Top Boxes and ensure maintenance post installation.
- ⊕ Interconnect terms with Broadcasters and LCO's.
- ⊕ Statutory compliance

# Digital System

- ⊕ Digitalization will ensure choice for customers.
- ⊕ Digitalization will bring transparency.
- ⊕ Providing content to authorized viewers only.
- ⊕ Planning for across India digitalization as per policy of TRAI.
- ⊕ Partial Digitalization has led to the natural move of the MSOs in adopting digital technology.
- ⊕ Digitalization will help in organizing and consolidating the fragmented cable market which will ensure better Government Revenues.
- ⊕ Digitalization would generate huge business opportunities considering the big Indian market
- ⊕ Digitalization move will bring India in line with the international standards.

# Multi System Operator in Digital System

- ⊕ Interface between Broadcaster and the customer.
- ⊕ Interface between the Customer and the LCO
- ⊕ Nodal agency to provide statutory compliance reports to all Government authorities including TRAI.
- ⊕ Responsible for collection and disbursement of revenues to the respective stakeholders – Broadcasters, LCOs, etc.
- ⊕ Responsible for collection of taxes and payment to the Government treasury.

# Impact of Digitalization on MSO / Broadcasters / LCOs

- ⊕ Complete Transparency and Declaration will ensure proper revenue distribution to all parties including Government.
- ⊕ Digitalization provides choice to customers.
- ⊕ Digitalization makes it possible to provide Value Added Services and more Channels with the same TV Set.
- ⊕ Advertising rates can be fairly negotiated with availability of transparent viewership data.
- ⊕ The LCOs, being the front-end dealer with the customer, face the flak for television blackouts and are also at the receiving end from the broadcasters. Digitalization will eliminate all this.



**Thank You**