



# Role of Stake Holders in Digital Eco System

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# Digital India

A programme to transform India into digital empowered society and knowledge economy





## 9 Pillars of Digital India





## Digital Potential of India

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As per a World Bank report:

- **“10% increase in broadband penetration (in India) can lead to a 1.4% increase in GDP”**, making Internet important for enhancing the growth of the economy



## Cable TV Digitization in-step with Nation Building – Digital India



Enhanced picture & sound quality



Large number of channels to choose from for subscriber



Value Added Services like HD, VOD, games, pay per view, broadband etc.



Transparency & Parity for All



Increased Monetization for All



Freeing up of Analog Spectrum





## What is required?

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Remove Uncertainty

Infrastructure Platforms to take bandwidth to remote locations at cheaper cost

Investments from MSO's for

- Digitization in Headend
- Encryption
- Subscriber Management System
- LCO Management System
- Set Top Boxes

Ensure compliance of quality of service and other regulations of TRAI

Need to spread Broadband through Cable TV Infrastructure

Keep LCOs educated with latest technologies in the industry



Thank You

Taking India Forward!





## References

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