

SPACE COMMUNICATIONS AND NAVIGATION SYMPOSIUM (B2)
Fixed and Broadcast Communications (1)Author: Dr. Mohanavelu K
IndiaDr. M.G. Chandrasekhar
Devas Multimedia Pvt. Ltd., United StatesMr. Narayanan K
IndiaMr. Desaraju Venugopal
Devas Multimedia Pvt. Ltd., IndiaMr. Nataraj D
Devas Multimedia Pvt. Ltd., India

DTH SERVICE- CHALLENGE FROM INTERNET

Abstract

The widespread demand for expansion of satellite DTH services continues thanks to technological developments and cost effective delivery of large number of TV programs as well as ever growing entertainment industry producing large scale content of relevance and interest to people all over the world. At the same time, the increasing pervasiveness of Internet is creating new possibilities and opportunities in all walks of life including entertainment, communications and more liberal and informal exchange of information through social media. TV viewing is shifting from family viewing to individual and preconized viewing, PC screen or even mobile tablet screen are replacing TV screen as the main mode of viewing. While DTH has made inroads into homes, it now needs to evolve into mobile platform also, as Mobile Video is expected to take over the consumers and so the ad revenues, the mainstay of DTH business. The over The Top (OTT) type technologies services accelerate such new developments posing challenges to the conventional role of satellite DTH service. Vertical video and interactive video shall come into play with development of suitable devices such as interactive TV, 4K screens etc. The new technologies such as spot beams, higher order coding and modulation techniques, broadband access to Internet via satellite lead to emergence of new platforms for convergence of services. In this context, the satellite operators and DTH service providers have to redefine the role of satellite and DTH technologies to come with win-win solutions. The TV industry, in general and DTH service, in particular needs to evolve a suitable response to remain relevant in the coming years. DTH architecture and programming content is based on broad viewership and needs to transform itself into both broad based as well as individual viewing. This paper examines the system, network and signal architecture and approach for programme content for evolving DTH into a more vibrant and relevant service, shifting from an Entertainment to an Infotainment platform.