

Case Study

Competitive Intelligence on Branding and Marketing Strategies used in the Pay TV Market

About the Client

- The client is one of the largest Indian agency providing specialist communication service

Business Objective

- The client was helping its end client, an Indian media and telecom company, in the launch and communication strategy of a DTH product. As a part of the pre-launch exercise, the end client wanted to learn about the strategies adopted by successful players in more mature markets
- The client wanted to us to study two major DTH players in the UK and US market

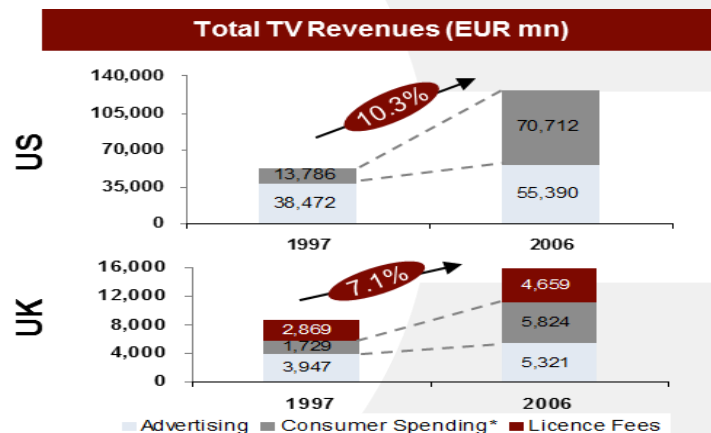
Results & Value Add

- The detailed study helped the client in building a global understanding of the pay TV market, particularly the existing trends and competitive environment

Research Methodology and Approach

The team studied in detail the pay TV offerings in developed, emerging and nascent markets. All the markets/ countries were studied under the following headers:

- An overview of the current standing of the pay TV market in the specific countries, mainly in terms of pay TV penetration
- An assessment of the key pay TV players in each country and the overall competitive environment
- Assessment of the marketing strategies adopted by key players within each country
- An overview of the Branding & Communication Strategy and Customer Service Initiatives undertaken by key pay TV vendors within respective countries
- Alliances / partnerships established to expand nationally and internationally



US

- Among the fastest growing TV markets in developed scenario, driven by Pay TV and value-added services
- License fees does not figure in US total TV revenues
- Premium content other than sports seem to be important drivers in US
- Rights to popular sports events are still won mostly by Free-to-Air (FTA) broadcasters

UK

- Nearly 80% of Pay TV revenues is derived from subscription fees
- Channels broadcasted may earn revenue from advertising/sponsorship fees, pay-per-view fees and premium rate telephone numbers

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