

LAUNCHING DTH IN ASIA-PACIFIC

Strategies to establish a direct-to-home (DTH) platform to grow your business with success

WHAT IS DTH?

DTH platforms provide linear content via a supported satellite dish antenna, set-top box (STB), and other related components. This fully digital service works by broadcasting a single signal or channel to millions of households simultaneously.



OPPORTUNITIES IN ASIA-PACIFIC

Lucrative growing markets¹

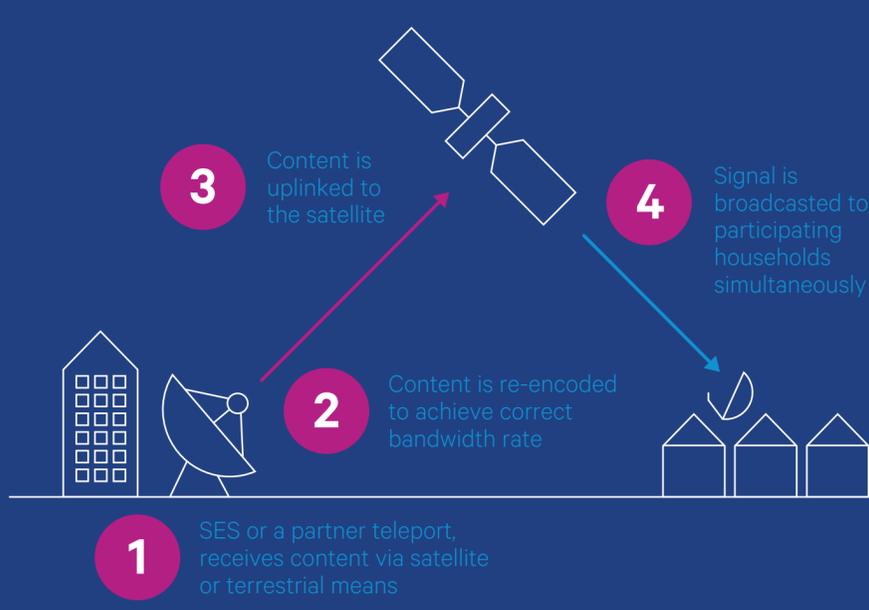
The **largest** and most **populous** continent

Pay-TV commands the **largest revenue¹**, compared to online video

Asia's pay-TV penetration rate is **57% in 2018¹**



HOW DTH WORKS

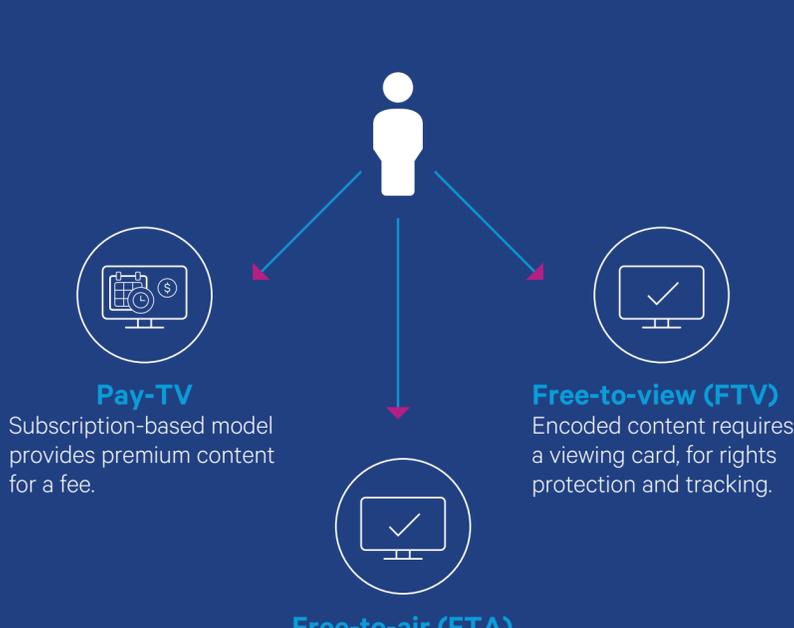


HOW DTH GIVES YOU AN EDGE

- Exceptional image quality**
DTH is fully digital, resulting in higher quality audio and video.
- Immediate availability**
DTH is available immediately, regardless of location.
- Widest geographical coverage**
DTH provides greater coverage in geographically challenging areas that cannot be reached by traditional cable services.
- Greatest cost-efficiency ratio**
DTH is the most cost-efficient solution for delivering linear TV channels to millions of users simultaneously.

CHOOSING YOUR BUSINESS MODEL

There are three main business models to consider for DTH operators. Your choice of business model should be for a medium- to long-term strategy, because reconfiguring the technical aspects for a different model is complex and time-consuming.



PREPARING FOR YOUR LAUNCH

This checklist helps you better understand the specifics of what to consider in order to make the right choice for your target market and successfully launch or develop your DTH service.

- 1 **DESIGN YOUR PRODUCT**
- 2 **SELECT YOUR CONSUMER EQUIPMENT**
- 3 **DEVELOP YOUR MARKETING STRATEGY**
- 4 **PLAN DISTRIBUTION AND SALES SCHEMES**
- 5 **OUTLINE THE INSTALLATION PROCESS**
- 6 **CREATE A PLAN FOR RETENTION**

KEY STRATEGIES FOR SUCCESS

Being able to successfully launch a DTH service is the culmination of effective and integrative efforts across many different factors in your business. Here are the five most important success factors to maximise your chances of a successful launch.

