# 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.



## Lucrative growing markets<sup>1</sup>

**OPPORTUNITIES IN ASIA-PACIFIC** 

most populous continent

The largest and

largest revenue<sup>1</sup>. compared to online video

Pay-TV commands the

penetration rate is 57% in 2018<sup>1</sup>

Asia's pay-TV

India • Myanmar Philippines Sri Lanka Malaysia Indonesia pay-DTH subscribers in India, Asia's largest New Zealand DTH market<sup>1</sup>

subscribers

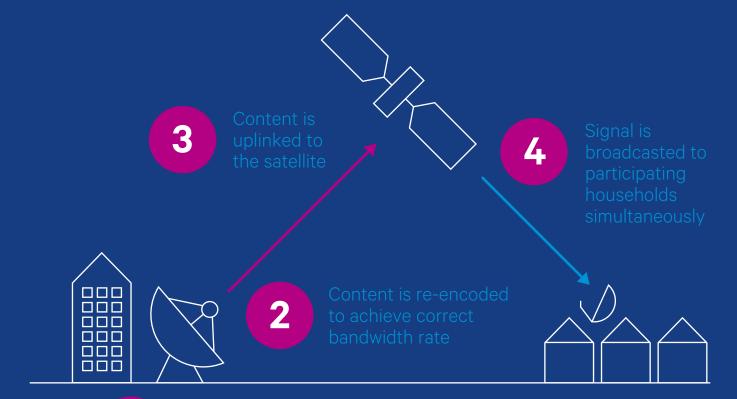
Pay-TV



Linear TV

revenue







video.

1

**HOW DTH GIVES YOU AN EDGE** 

### DTH is available DTH is fully digital, resulting HD immediately, regardless



in higher quality audio and

DTH provides greater coverage in geographically challenging areas that cannot be reached by



of location.

DTH is the most cost-efficient solution for delivering linear TV channels to millions of users simultaneously.



## traditional cable services.

CHOOSING YOUR BUSINESS MODEL There are three main business models to consider for DTH operators.

model is complex and time-consuming.



strategy, because reconfiguring the technical aspects for a different

Your choice of business model should be for a medium- to long-term

CREATE

A PLAN

6



### **PROCESS** RETENTION

**KEY STRATEGIES FOR SUCCESS** 

5

**DISTRIBUTION** 

your chances of a successful launch.

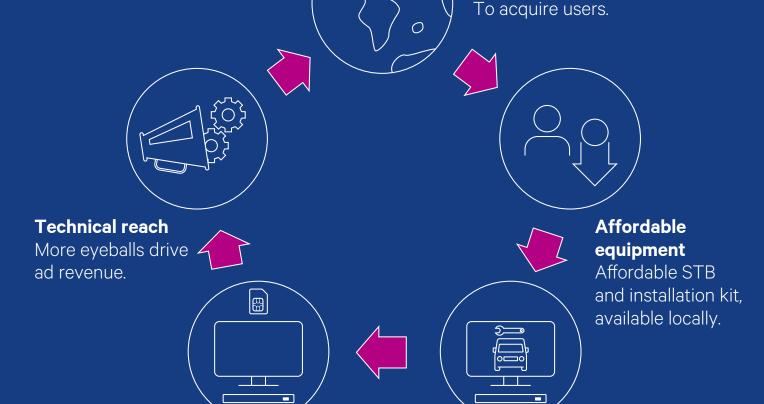
OUTLINE

**Attractive content** 

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



Flexible business model

to premium services.

Options for users to upgrade

with good signal.

Easy access and quality User-friendly installation

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<sup>1</sup> The Asia Video Industry Report 2019  $^{\rm 2}\,$  Asia Pacific Due to Grow Pay-TV Numbers by 13%