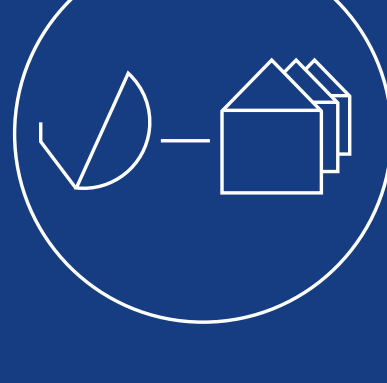


# LAUNCHING DTH IN ASIA-PACIFIC

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 markets<sup>1</sup>

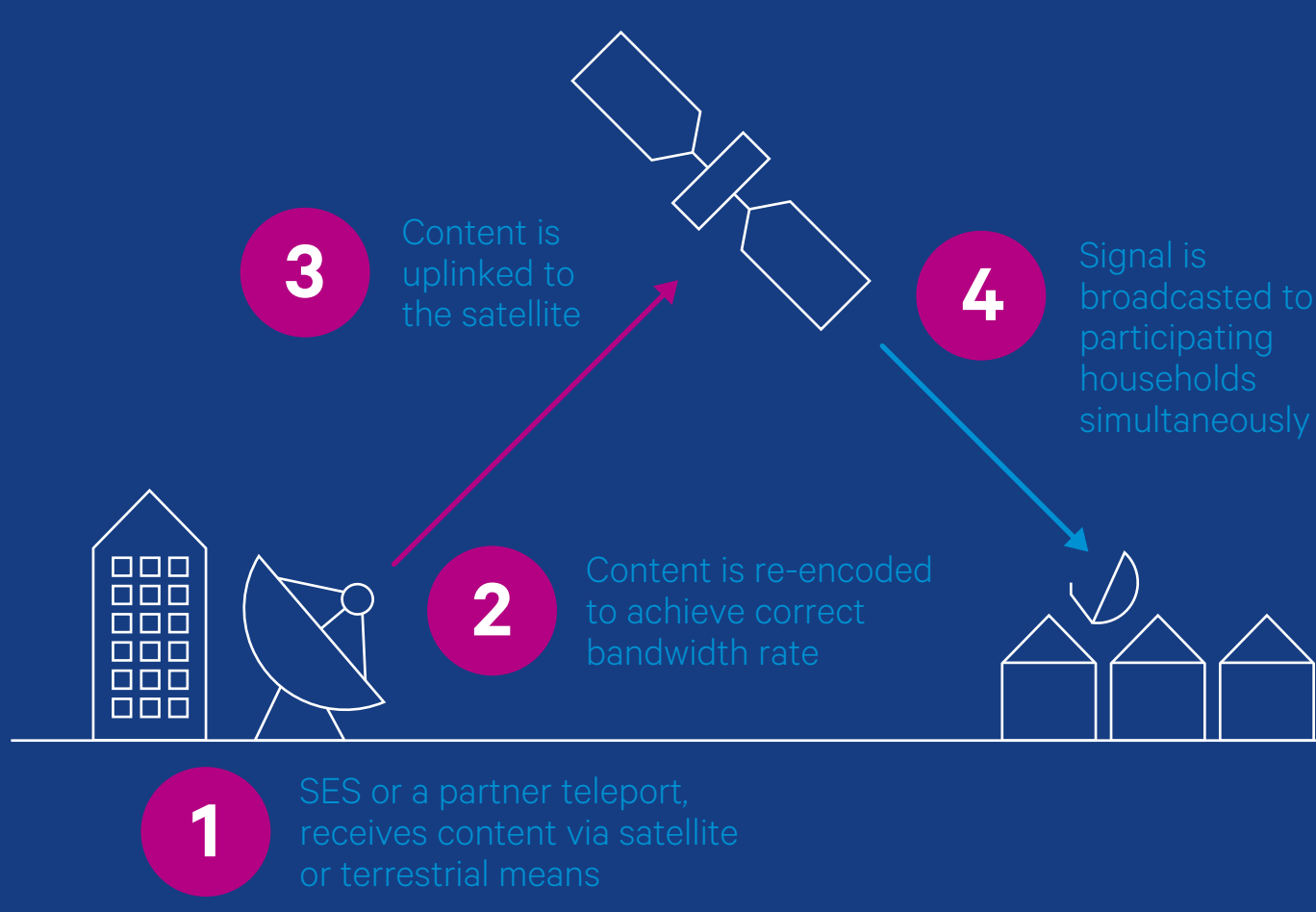
The **largest** and most **populous** continent

Pay-TV commands the **largest revenue**<sup>1</sup>, compared to online video

Asia's pay-TV penetration rate is **57% in 2018**<sup>1</sup>



## HOW DTH WORKS

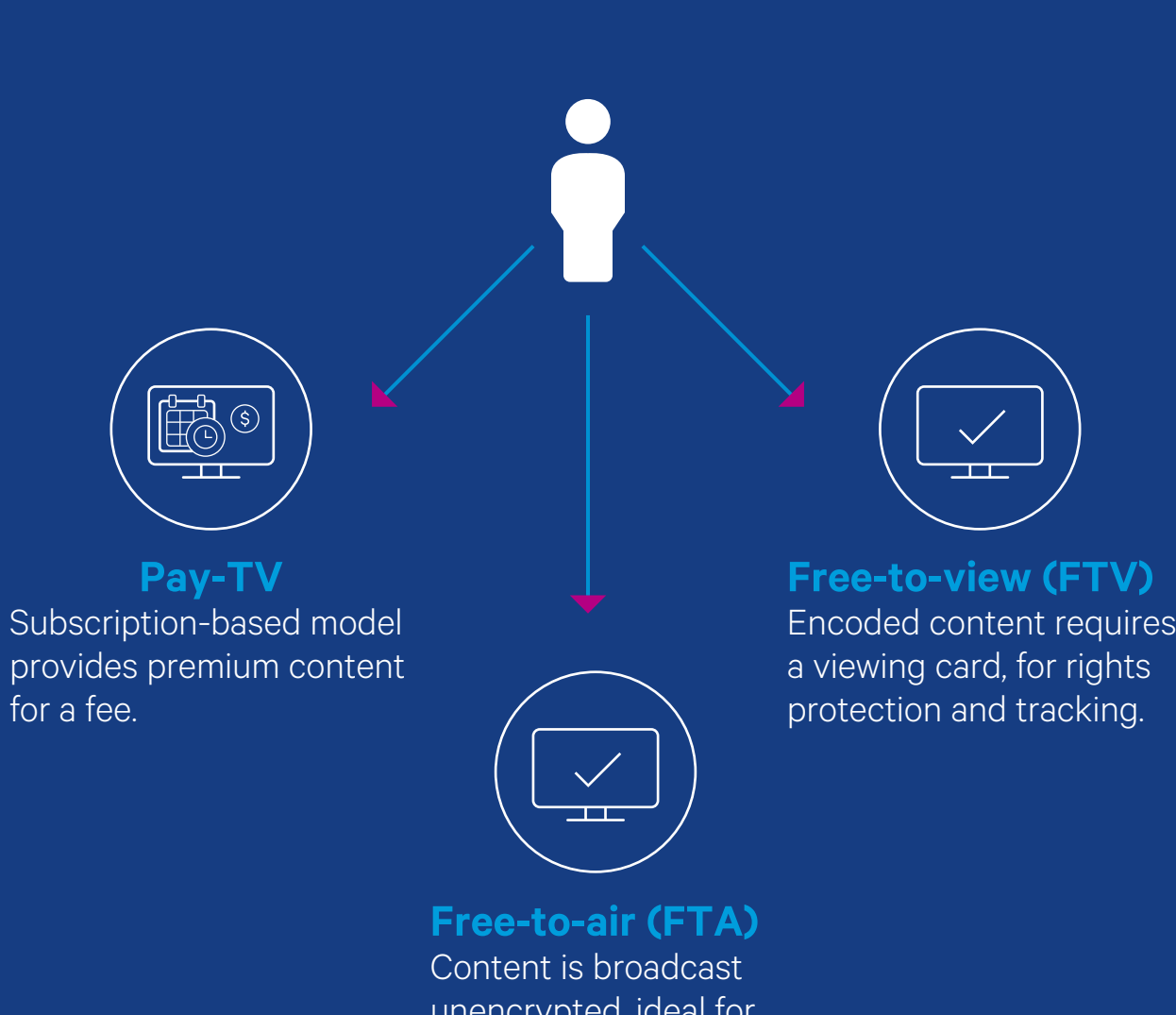


## HOW DTH GIVES YOU AN EDGE



## 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.



## 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.

