The Indian advertising industry is witnessing a sea change in the last few years. From huge billboards and hoardings to irresistibly alluring offers—the advertising world has fine-tuned itself to appeal to the representatives of the changing face of modern India. From a modest beginning of a few lines spoken on the radio to the flashy world of the Internet—the advertising world has come a long way. The newest transformation observed in the world of advertising is how it is aligning itself to draw the attention of youth towards the brands. The advertisements are designed in a manner that the youth identify with the brand and relate instantaneously to it. Blackberry—one of the leading mobile companies has lately been trying to change its public image from being a phone for use by office-goers to a phone for everyone's use. The tag-line clearly states—"Not just for the office boys".

Figure 3.1

Strong demand and Policy support driving investments
GROWTH IN ADVERTISING INDUSTRY

The Indian industry grew by 11.2%, one of the highest growth rates in the world, in 2010\textsuperscript{128} on the back of improved economic conditions and rebound in advertising. "Buoyant advertisement spends will need to supplement subscription growth for a profitable growth in revenues of the entertainment and media sector in the next five years," said Timmy Kandhari, leader, Media & Entertainment practice at PwC India. He added that digitisation in broadcast space and focus on good content will go a long way in achieving this objective.

Table 3.1

<table>
<thead>
<tr>
<th>Growth of the Indian Advertising Industry from 2005 to 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INR BILLION</strong></td>
</tr>
<tr>
<td>Television Advertising</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% change</th>
<th>-</th>
<th>17.8</th>
<th>7.9</th>
<th>5.7</th>
<th>14.0</th>
<th>-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Advertising</td>
<td>78.0</td>
<td>94.0</td>
<td>10.35</td>
<td>100.0</td>
<td>113.5</td>
<td>9.8</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>20.5</td>
<td>10.1</td>
<td>-3.4</td>
<td>13.5</td>
<td>-</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>5.0</td>
<td>6.9</td>
<td>8.3</td>
<td>9.0</td>
<td>10.8</td>
<td>21.2</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>38.0</td>
<td>20.3</td>
<td>8.4</td>
<td>20.0</td>
<td>-</td>
</tr>
<tr>
<td>Internet Advertising</td>
<td>1.6</td>
<td>2.7</td>
<td>5.0</td>
<td>6.0</td>
<td>7.7</td>
<td>48.1</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>68.8</td>
<td>85.2</td>
<td>20.0</td>
<td>28.3</td>
<td>-</td>
</tr>
<tr>
<td>Out-Of–Home Advertising</td>
<td>10.0</td>
<td>12.5</td>
<td>15</td>
<td>12.5</td>
<td>14</td>
<td>8.8</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>25.0</td>
<td>20.0</td>
<td>-16.7</td>
<td>12.0</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>160.8</strong></td>
<td><strong>194.1</strong></td>
<td><strong>216.0</strong></td>
<td><strong>216.5</strong></td>
<td><strong>247.5</strong></td>
<td><strong>11.4</strong></td>
</tr>
</tbody>
</table>

**Source:** Compiled from reports of PWC Analysis and Industry from 2005 to 2010.

In 2010, the advertisement industry rebounded well on account of improved economic conditions and showed a healthy growth. After showing almost flat growth in 2009, these were positive signs for the M&E industry which depends heavily on this revenue stream. In 2010, the advertising industry witnessed a 14.3% growth and stood at INR 247.5 billion as compared to INR 216.5 billion in 2009. In the last four years, the industry recorded an overall growth at a CAGR of 11.4%. All industry segments showed healthy growth in advertisement in print and OOH recovering well from the dip in 2009 to register a growth of 13.5% and 12% respectively. Internet advertising, with 28% growth, remained the fastest-growing segment as an increasing number of advertisers are looking to use the online platform to connect with the youth. Radio also showed a healthy growth of 20% and is fast catching up with OOH. Print advertising remained the largest segment in the advertising industry at 46% followed by television at 41% (see table 3.1).
Figure 3.2

Reasons for Growth in Advertising Industry

Growing demand
- Rising incomes and evolving lifestyles
- Have led to higher demand for aspirational products and services
- Higher penetration and a rapidly increasing young population will provide further boost to the demand

Higher Investments
- Higher FDI inflows
- Increasing M&A activity
- More big-ticket deals such as Walt Disney-Disney-ITV, Sony-ITV, and Zee-Star

Opportunities
- Industry is expected to grow at a CAGR of 13.5 percent over the next five years, one of the highest rates globally
- Television and AGV segments are expected to lead industry growth opportunities in digital technologies as well

Policy support
- Policy steps, increasing FDI limits
- Measures such as digitization, new measures to improve profitability and ease of institutional finance
- Increasing liberalization and tariff relaxation

Advantage India
Source: Compiled from PWC India Entertainment and Media Outlook 2010 report
DRIVERS FOR GROWTH IN ADVERTISING INDUSTRY

Focus on Profitable Growth:

Indian Media and Entertainment (M&E) Companies implemented cost reduction strategies to weather the economic slowdown of 2008-09. In order to sustain profitable growth, several cost control initiatives implemented during the slowdown have continued to prevail despite the industry resuming its double digit growth rate. Incorporation of technology across key business performance areas such as planning, budgeting, CRM, strategic outsourcing has enabled more consistent and profitable growth.

Increasing Media Penetration and Per Capita Consumption:

Low media penetration particularly in some segments offers significant headroom for growth. With increase in per capita consumption, discretionary spends are expected to grow, and entertainment and leisure platforms are likely to benefited by this trend. Moreover, as metros and tier 1 markets get saturated, media companies are looking to penetrate the tier 2 - tier 3 towns and rural markets.

Power of Digitisation:

Digitisation continues to be a key growth driver for the Indian M&E Industry and this trend was even more pronounced in 2010. Film studios saw greater adaption of
digital prints over physical and it was the first time in India that digital music sales surpassed that of physical units' sales.\textsuperscript{129}

**Consumer Understanding:**

With increasing fragmentation and increase in competition, a deeper understanding of cultural and social references through focused study groups would enable players to target their consumers specifically and build loyalty.

**Other Factors:**

Regional media channels gaining popularity, different tastes of the audience and thereby different content, growth of the importance of the media are also a few factors due to which the Media and Entertainment Sector is growing.

**SEGMENTS OF ADVERTISING INDUSTRY**

**PRINT / NEWS PAPER**

**Print Industry**

Unlike the global print industry, which is moving towards digitization, the Indian print media industry is going strong. The print industry in India, with over 90 million copies in circulation daily, is one of the largest in the world, second only to China (130 million copies).\textsuperscript{130} The newspaper industry, which had remained largely flat in 2009, was back on the growth track with 11.7% growth taking this industry segment to INR

\textsuperscript{129} The Hindu, Media & Entertainment Units Poised for Giant Leap, News Bureau, New Delhi, 22 Mar 2010, p.4.

\textsuperscript{130} Price Waterhouse Coopers, Indian Entertainment and Media Outlook 2010, 29 Jan 2010, p.16.
159.5 billion in 2010 and increasing its share in the print industry to 89.3%. The size of the magazine publishing industry was at INR 19.2 billion in 2010 as compared to INR 18.6 billion in 2009, registering a growth of 3.1%. The marginal growth was attributed to the consumer magazine segment. The overall size of this industry was INR 178.7 billion in 2010, registering a growth of 10.7% over INR 161.5 billion in 2009 (see table 3.2). Circulation revenues for print grew by 6.2% in 2010 over 2009 and stood at an estimated INR 65.2 billion in 2010. The growth in circulation was largely contributed by players expanding into newer geographies.

Table 3.2
Growth of the Print Media Industry in 2005-10

<table>
<thead>
<tr>
<th>INR BILLION</th>
<th>2005-06</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>112.1</td>
<td>131.5</td>
<td>140.7</td>
<td>142.8</td>
<td>159.5</td>
<td>9.2%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>17.3</td>
<td>7.0</td>
<td>1.5</td>
<td>11.7</td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td>16.5</td>
<td>19.0</td>
<td>21.0</td>
<td>18.6</td>
<td>19.2</td>
<td>3.8%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>14.9</td>
<td>10.6</td>
<td>-11.5</td>
<td>3.1</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>128.0</td>
<td>149.0</td>
<td>162.0</td>
<td>161.5</td>
<td>178.7</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from reports of PWC Analysis and Industry 2005 to 2010.

Chart 3.1
Growth of the Print Media Industry in 2005-06 to 2009-10

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131 Ajay Modi, Business Standard, Increasing Share in the Print Industry to 89.3%, New Delhi, 28 Feb 2010, p.5.
133 ibid.
Growth of the Print Media Industry in 2006-10 (Rs. in Billions)

Source: Compiled from reports of PWC Analysis and Industry from 2005 to 2010
PRINT ADVERTISING

Trends in print advertising media sector

With an economic revival, India’s advertising industry too revived. On the back of favourable macro-economic factors, print advertising bounced back and grew by 13.5% in 2010\textsuperscript{134}. Print volumes grew by 31% in 2010 over 2009\textsuperscript{135}. While education was the top advertiser in 2009, it shifted to third position in 2010 and services moved to the top position. The top five sectors namely educational institutions, social advertisements, cellular phones, hospitals, and cars contributed 45% to the total pie as compared to 49% in 2009 leading to other sectors contributing more to the growth of print advertising\textsuperscript{136}. Rising literacy levels and low print media penetration offer significant potential for growth in Indian newspaper industry. Hindi dailies grab the top three spots and continue to strengthen their position. There is also a growing trend of hyper localization in the print media. The industry players are unbundling products to increase their profitability.

Issues in print advertising media sector

The main issue faced by the print industry is the fluctuating newsprint costs. Apart from that the subscription schemes have increased their dependence on advertising revenues. The new media are yet to pose a threat to print industry.

\textsuperscript{8} Business standard, Education Sector Top Print Advertiser, Ahmedabad, 09 August, 2010, p.5.
Results in print advertising media sector\textsuperscript{137}

The Hindi dailies continue to rule the roost with the highest growth in readership compared to 2009. It grew at the rate of nine per cent in 2010 as compared to three per cent in 2009. Magazines continue to suffer from lack of measurement tools. The newsprint prices are a major concern for the industry and players need to guard themselves against major price fluctuating. The newspaper publishers are expected to continue to increase their presence in the online format.

TELEVISION

Television Industry\textsuperscript{138}

Television Industry in India has gained new momentum due to liberalization and enhanced enthusiasm shown by the broadcasters to seize a huge share of the Media and Entertainment industry. In 2010, the television industry stood at a staggering US$ 6.5 billion, a rise of 15.6 per cent over 2009 estimate of US$ 5.7 billion\textsuperscript{139}. The TV industry continues to have headroom for further growth as television penetration in India is still at approximately 60 \% of total households.

The total number of TV channels (both private and government owned) grew from 461 in 2009 to 626 in January 2010. The number of News and Current Affairs channels was 312 and that of Non-News and Current Affairs channels 314 up till January 2010. India had 600 million TV viewers in 2010, adding almost 140 million viewers from 460 million in 2009. Television continues to be the most prominent

\textsuperscript{137} Price Waterhouse Coopers, Indian Entertainment and Media Outlook 2010, 29 July 2010, p.18.
\textsuperscript{138} FICCI-KPMG Indian Media and Entertainment Industry Report 2011.
entertainment medium in the Indian M&E industry. Indian television industry has undergone many changes over the past decade, majority due to the introduction of digitised modes which include digital cable, direct to home (DTH) and IPTV. At present, India's DTH subscriber base is totalled at 45 million.

TELEVISION ADVERTISING INDUSTRY

Trends in Television Media sector

Advertising revenue growth propels the television industry. Television advertisement consists of revenue from advertisers spending on terrestrial, satellite as well as mobile TV. In 2010, the TV advertisement industry grew to INR 101.5 billion registering a growth of 14% over INR 89 billion in 2009. In 2008, the TV advertisement industry grew to INR 84.2 billion registering a growth of 8% over INR 78 billion in 2007 (see table 3.3). The comparative past growth figures are as follows:
Table 3.3

Television Advertising Growth from 2005 to 2010

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Advertising</td>
<td>66.2</td>
<td>78.0</td>
<td>84.2</td>
<td>89.0</td>
<td>101.5</td>
<td>11.3%</td>
</tr>
<tr>
<td>% change</td>
<td>21.5</td>
<td>17.8</td>
<td>7.9</td>
<td>5.7</td>
<td>14.0</td>
<td></td>
</tr>
<tr>
<td>% of Total Television Industry</td>
<td>35</td>
<td>35</td>
<td>34</td>
<td>34</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>% of Total Advertising Industry</td>
<td>41</td>
<td>40</td>
<td>39</td>
<td>41</td>
<td>41</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from PWC Analysis and Industry Reports 2005 to 2010.

Chart 3.2

Television Advertising Growth from 2005-06 to 2009-10

Source: Compiled from PWC Analysis and Industry Reports 2005-06 to 2009-2010.
DTH leads growth in distribution segment. The regional channels are increasing their share in TV advertising. The broadcasters are rebranding themselves to establish greater connect with younger audiences. The regional players are increasingly focusing on the kids channel market. The sport channels boosted by IPL 3 and other cricketing events, are clocking good advertising revenues.

**Issues in television advertising media sector**

The major issue faced by the television industry is the high cost of content production. They need to improve the measurement tools for measuring viewership. Total digitization is still a distant dream for stakeholders.

**Results in television advertising media sector**

The growth of advertisement volumes drives television advertising to double-digit growth. DTH was the major growth driver for the industry with the addition of 12 million subscribers. Digitisation and addressable digitization are emerging as keys to success of the industry. High definition television (HDTV) is gaining ground on the back of a successful World Cup and growing viewer interest for quality content.
The industry showed healthy growth in 2010, on the back of substantial increase in advertisement volumes and marginal increase in rates. At the end of 2010, there were 245 operational radio stations in India as compared to 248 in 2009. While 2010 was a good year for radio, advertisers focused on innovative promotions to reach target audiences. Overall, the size of this industry was INR 10.8 billion in 2010, registering a growth of 20.0% over INR 9 billion in 2009. Radio advertising currently constitutes about 4.4% of the total advertising industry. The size of this industry was INR 8.3 billion in 2008, registering a growth of 38% over INR 7 billion in 2007 (see table 3.4).

**Table 3.4**

**Growth of the Radio Industry from 2005 to 2010**

<table>
<thead>
<tr>
<th>INR BILLION</th>
<th>2005-06</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertising</td>
<td>5.0</td>
<td>6.9</td>
<td>8.3</td>
<td>9.0</td>
<td>10.8</td>
<td>21.20%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>38.0</td>
<td>20.3</td>
<td>8.4</td>
<td>20.0</td>
<td></td>
</tr>
<tr>
<td>Radio Share in</td>
<td>31.0%</td>
<td>3.6%</td>
<td>3.8%</td>
<td>4.2%</td>
<td>4.4%</td>
<td></td>
</tr>
<tr>
<td>Advertising Pie</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Complied from PWC Analysis and Industry Reports from 2005 to 2010*

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Property/real estate was the top advertiser category on radio. In 2010, Vodafone was the top advertiser as telecom players increased their spend in radio. The radio industry in India has around 36 FM radio operators and is estimated at Rs.1,200 crore (US$ 240.46 million).  

**RADIO ADVERTISING INDUSTRY**

**Trends in radio advertising media sector**

The telecom players and handset manufacturers are increasing their spend on radio. Increasing FM enabled mobile phones are driving radio growth in India. Innovation in the filed of radio broadcasting will drive the industry as the competition is set to increase.

**Issues in radio advertising media sector**

The major issue facing the radio industry is lack of measurement and research. Another major issue is the royalty payment between the music companies and radio industry.

**Results in radio advertising media sector**

The industry has reached 294 towns and 839 stations which will boost the regional growth of radio stations. The content innovation is the key for the success of radio post-phase III.  

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INTERNET AND MOBILE ENTERTAINMENT

INTERNET AND MOBILE ENTERTAINMENT INDUSTRY

Internet has emerged as one of the strongest entertainment mediums owing to increasing internet penetration, higher awareness and changing demographics in the country. Internet is used not only for sending mails, watching videos and business related transactions; but also is being used for intensive shopping by the Indian buyers.

Emergence of internet retailing and e-commerce as a completely new space is driving the growth of number of online shoppers. As a result, the internet retailing companies are getting attracted towards Indian markets which are poised to grow leaps-and-bounds in the years to come. There are about 17 million online shoppers in India and the number is projected to grow over three times in the years ahead.

According to a FICCI-KPMG report, 72 per cent of all mobile internet users in India use their cell-phones as their 'exclusive or primary' instrument to access the web. The mobile phone comes handy as compared to other media and hence emerged as the most preferred medium for variety of activities. These included entertainment (41 per cent on mobile compared to 26 per cent on television), information access (58 per cent on mobile compared to 20 per cent on television), communication (72 per cent on mobile compared to 16 per cent on desktop and laptops) and shopping or searching for products online (27 per cent on mobile compared to 19 per cent on desktop and laptops).

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Thus, 'internet on the go' is the new mantra for today's youth and the companies have clearly understood it and, are making efforts to cater to this demand.

The rise in internet users and growth in mobile internet and advertising, the industry has witnessed exponential growth. Online advertising remains a low-cost, yet important medium for targeting customers. The size of this industry was INR 7.7 billion in 2010, registering a growth of 28.3% over INR 6 billion in 2009.

Table 3.5

Growth of the Online Advertising Industry from 2005-10

| INR BILLION | 2005-06 | 2006-07 | 2007-08 | 2008-09 | 2009-10 | CAGR  
|-------------|---------|---------|---------|---------|---------|-------
| Online Advertising | 1.6 | 2.7 | 5.0 | 6.0 | 7.7 | 48.1%  
| % change | - | 68.8 | 85.2 | 20.0 | 28.3 |       

Source: Compiled from PWC Analysis and Industry Reports 2005 to 2010.

Online advertising is divided into two types:

- **Display Advertising:** Banner advertising, pictures with links etc.
- **Text Advertising:** Found in side panels of search engines in text

In India, social networking sites have shown a remarkable growth of 43% in total unique visitors over 2009. Social media is not limited only to social networking sites such as Facebook and Orkut. They also extend to blogs, Twitter and much more. Yet another piece of evidence of the impact of social media sites in India is the growth in advertising on social media. Advertising on social media has shown a growth of 54%

Product promotions on social networking sites are on the rise. Companies are enticing users with teasers on Twitter. Some are even willing to provide discounts to customers if they ‘like’ their product on a website or join a community started by the company. Going forward, we expect this trend to grow stronger and more advertisers to go the social media way.

**Mobile Internet**

India is the second largest mobile subscription market in the world with 750 million subscribers in December 2010. Mobile internet users in India are pegged to number 11 million by the end of 2009 and estimated to almost double by the end of 2010. There are additional reasons for growth in mobile internet. Firstly, the prices of internet-(low-cost GPRS) enabled handsets are reduced drastically. Secondly, the growing trend of social networking among the youth has increased the demand for smartphones and GPRS-enabled phones. Internet-enabled mobile phones are easily available with pre-loaded applications for Facebook and Twitter.

**INTERNET AND MOBILE ADVERTISING INDUSTRY**

**Trends in internet and mobile advertising industry**

Social media is showing promising signs for online advertising. 3G has arrived, but it is yet to make an impact on mobile advertising and the internet market. Internet users in rural India have grown.

**Issues in internet and mobile advertising media sector**

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145 ibid.
The major issue faced by the industry is the lack of trust in online medium and effective measurement tools. Another problem faced by the industry is the wariness of online shopping.

**Results in internet and mobile advertising media sector**

The Indian internet advertising market is one of the fastest growing segments in the E&M industry. The increasing broadband penetration and the arrival of 3G will boost the means to access the internet and will in turn lead to growth in internet advertising and the social media will be one of the important forms of online advertising.

**OUT-OF-HOME ADVERTISING INDUSTRY**

OUT-OF-HOME advertising industry consists of advertiser spending on media: billboards, street furniture, bus shelters, kiosks etc., transit displays, bus sides, airports, on train prints, taxi toppers etc., sports arena displays and captive advertisement network. Digital billboards replacing traditional billboards as well as the growing number of digital networks are affecting the OOH industry.

**Table 3.6**

<table>
<thead>
<tr>
<th>INR BILLION</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>OOH Advertising</td>
<td>10.0</td>
<td>12.5</td>
<td>15.0</td>
<td>12.5</td>
<td>14.0</td>
<td>8.8%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>25.0</td>
<td>20.0</td>
<td>-16.7</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>OOH Share in Ad pie (%)</td>
<td>6.2</td>
<td>6.4</td>
<td>6.9</td>
<td>5.8</td>
<td>5.7</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Compiled from PWC Analysis and Industry Reports 2005 to 2010.*
Telecom continued to be the biggest advertiser on OOH. Real estate is another sector which is not among the biggest advertising sector on OOH but is growing fast. With the recovery in the economy, BFSI was back to advertising on OOH in a bigger way. Digital OOH is the next growth medium for the industry. Though digital OOH in India has grown, it is still not on par with other developing countries. Our industry discussions revealed that the share of digital OOH in India has gone up from approximately 1% to 5 to 6 % over the last four years. Advertisers today are demanding from OOH players, the ability to customize their offerings for select audiences. OOH media is trying to increase their reach at places that have captive audiences. These include bus shelters, lifts and waiting areas, airport transfers, cabs, etc.

**Trends in OOH advertising media sector**

Telecom, BFSI, M&E and FMGC were among the top advertisers for 2010. The focus was to shift from the number of screens to the quality and quantity of the audience. Digital OOH is the next growth medium for the industry. OOH players are offering innovative and customized solutions to advertisers for specific target audience. OOH players are focusing on the ROI rather than on increasing the number of properties.

**Issues in OOH advertising media sector**

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146 *Price Waterhouse Coopers*, Indian Entertainment and Media Outlook 2009, p.25.
The major issue faced by the OOH advertising industry is lack of quality properties and it is highly unorganized industry.

**Results in OOH advertising media sector**

The industry was estimated to be INR 14 billion in 2010 showing a growth of 12% over 2009 (see table 3.6). The growth in infrastructure has led to growth in OOH industry. Measurement mechanism remains a challenge holding back advertisers from increasing their spend in OOH. Digital OOH is expected to grow by leaps and bounds in the next few years.
SPORTS ENTERTAINMENT INDUSTRY

The sports entertainment industry witnessed a good year in 2010. It also saw the successful completion of the Commonwealth Games with India showing its best ever performance. Advertising on key sporting events, key sports properties like the World Cup and IPL 4 gained higher revenues. IPL 4 was bigger than the World Cup in terms of advertisement revenue. Advertisement rates for the World Cup doubled as compared to its 2007 edition and showed a 25 to 30% increase for IPL 4 over IPL 3147.

FILM INDUSTRY

After a tough year in 2009, the industry faced another difficult year in 2010. Despite the economy rebounding and consumers starting to throng the theatres again, the industry did not quite perform to expected levels. An industry which thrives on content and the support of its players such as exhibitors and distributors did not show the expected revival, after the industry picked up pace in the second half of 2009 with several good films. The industry showed negative growth. The size of INR 87.5 billion in 2010 registered a negative growth of 7.9% over INR 95 billion in 2009 (see table 3.7). It was a mixed bag for the different segments in the industry. While all major segments showed negative growth, ancillary revenues driven by cable and satellite rights showed an upward trend.

Table 3.7

Growth of Film Industry from 2005-2010

<table>
<thead>
<tr>
<th>INR BILLION</th>
<th>2005-06</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box Office-Domestic</td>
<td>64.0</td>
<td>71.5</td>
<td>81.3</td>
<td>70.0</td>
<td>61.1</td>
<td>-1.2%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>11.7</td>
<td>13.6</td>
<td>-13.8</td>
<td>-12.7</td>
<td></td>
</tr>
<tr>
<td>Box Office-Overseas</td>
<td>7.0</td>
<td>8.5</td>
<td>10.0</td>
<td>8.0</td>
<td>7.7</td>
<td>2.4%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>21.4</td>
<td>17.6</td>
<td>-20.0</td>
<td>-3.8</td>
<td></td>
</tr>
<tr>
<td>Home Video</td>
<td>6.4</td>
<td>7.4</td>
<td>5.9</td>
<td>6.5</td>
<td>5.2</td>
<td>-5.3%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>15.3</td>
<td>-20.9</td>
<td>11.3</td>
<td>-16.1</td>
<td></td>
</tr>
<tr>
<td>Ancillary Rights</td>
<td>7.0</td>
<td>8.5</td>
<td>10.0</td>
<td>10.5</td>
<td>13.5</td>
<td>17.8%</td>
</tr>
<tr>
<td>% change</td>
<td>-</td>
<td>21.4</td>
<td>17.6</td>
<td>5.0</td>
<td>28.6</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>84.4</td>
<td>95.9</td>
<td>107.1</td>
<td>95.0</td>
<td>87.5</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

**Source:** Compiled from Reports of PWC Analysis and Industry from 2005 to 2010.

The key growth drivers for the sector would include expansion of multiplex screens resulting in better realizations, an increase in the number of digital screens facilitating wider releases, higher cable and satellite revenues, improving collections from the overseas markets and ancillary revenue streams like DTH, digital downloads which are expected to emerge in future.
**Trends in film advertising industry**

In 2010, although there were a number of films with a big star cast, not all of them were successful in recouping their costs or in making any kind of mark in the box office.

There are four key revenue streams for the industry:

- Box office collection: Domestic
- Box office collection: Overseas
- Home video: Domestic and overseas
- Ancillary revenues

**Issues in film advertising industry**

Shortage of infrastructure, lack of quality content, lack of new releases during the cricket sessions are the major issues associated with this industry.

**Results in film advertising industry**

The industry performance has dipped during 2010 due to lack of quality content and the closure of many single-screen theatres. Multiplex owners continue to grow with the plans for the years to come. 3D cinema is driving the growth of digital screens in the country and more 3D films are released in India on the back of success of “Avatar”.
PROFILE OF TELECOMMUNICATION INDUSTRY

Introduction

Telecommunication is the transmission of messages over significant distances for the purpose of communication. In the modern age of electricity, telecommunications involved the use of electric means such as the telegraph and telephone, the use of microwave communications and the use of fiber optics. Approximately 20% of the world population has access to the Internet. The telecom industry is vast, and offers a wide range of career opportunities on both the hardware and software fronts. These prospects include functional jobs in mobile telephony, internet protocol media systems, wireless communications, GSM, GPRS and CDMA technology, VOIP, data networks and optical networks amongst others. The global leaders in the field are companies like AT&T, Vodafone, Verizon, SBC Communications and Qwest Communications, who are all trying to take advantage of the industry’s spiraling growth. The focus of telecom companies going forward is likely to be on leveraging more sophisticated telecommunication platforms like broadband technologies, LAN-WAN inter networking, optical networking, and voice over Internet protocol and wireless data service.

Growth and performance of Indian telecom industry

Third largest in the world and the second largest among the emerging economies of Asia, the Indian Telecommunication network has proved its mettle time and again. Public as well as private segments of the economy have made significant contributions to make the sector one of the key contributors to India's success story. The growth of Indian telecommunication sector is highly driven by supportive government policies, emerging new technologies and changing consumer behaviour.

Tele-density in India has significantly improved during the past few years and has covered large portion of the country’s population owing to the improving network infrastructure. Further, launch of advanced telecom services, such as 3G and IPTV will also drive growth in the Indian telecom subscriber base. Anirban Banerjee, Associate Vice President, CyberMedia Research\textsuperscript{149}, said, “The telecoms growth story will be a function of the enhanced demand for high speed broadband and data services from both enterprises and consumers, as 3G and BWA/WiMax services are rolled out by various operators to cover an increasing number of cities and towns”.

\textsuperscript{149} “Social Media Usage Habits of Business Executives in India “Cyber Media Research Special Report”, Mar 2012.
Factors facilitating growth in the sector

The phenomenal growth in the Indian telecom industry was brought about by the wireless revolution that began in the nineties. The following factors also aided the growth of the industry:

Liberalisation

The relaxation of telecom regulations has played a major role in the development of the Indian telecom industry. The liberalisation policies of 1991 and the consequent influx of private players have led the industry on a high growth trajectory and have increased the level of competition. Post-liberalisation, the telecom industry has received more investments and has implemented higher technology.

Increasing Affordability of Handsets

The phenomenal growth in the Indian telecom industry was predominantly aided by the meteoric rise in wireless subscribers, which encouraged mobile handset manufacturers to enter the market and to cater to the growing demand.

Prepaid Cards Bring in More Subscribers

In the late nineties, India was introduced to prepaid cards, which was yet another milestone for the wireless sector. Prepaid cards lured more subscribers into the industry besides lowering the credit risk of service providers due to its upfront payment concept. Pre-paid cards greatly helped the cellular market to grow rapidly and cater to the untapped market. Further, the introduction of innovative schemes like recharge coupons
of smaller denominations and life time incoming free cards has led to an exponential growth in the subscriber base.

**Introduction of Calling Party Pays (CPP)**

The CPP regime was introduced in India in 2003 and under this regime, the calling party who initiated the call was to bear the entire cost of the call. This regime came to be applicable for mobile to mobile calls as well as fixed line to mobile calls.

**Changing Demographic Profile**

The changing demographic profile of India has also played an important role in subscriber growth. The changed profile is characterised by a large young population, a burgeoning middle class with growing disposable income, urbanisation, increasing literacy levels and higher adaptability to technology.

**Increased Competition & Declining Tariffs**

The ever-increasing competition has led to high growth of subscribers and has put pressure on tariffs, which have seen a sharp drop over the years. When the cellular phones were introduced, call rates were at a peak. Today, however, incoming calls are no longer charged and outgoing calls are charged at less than a rupee per minute.

**Government Initiatives**

The sector regulator, TRAI, has issued guidelines to all the operators to set up a complaint centre under Telecom Consumers Complaint Regulations. The centre would

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150 Consolidated FDI Policy 2010, Department of Industrial Policy & Promotion (DIPP).
be responsible for acknowledging all the complaints it receives, even if the complaint is made by a subscriber of another mobile operator. It would have a toll-free number and would be equipped with a web-based complaint monitoring system, through which the consumers can track their complaints.

Foreign direct investment (FDI) of up to 74 per cent is allowed in basic and cellular, unified access, national/international long distance, and V-Sat services as well as public mobile radio trucked services. FDI of up to 100 per cent is permitted for infrastructure providers offering dark fibre, electronic mail and voice mail.

The impact of telecom industry on Indian Economy

The telecom industry in India has witnessed a phenomenal and manifold growth over the recent years. In the country, personalized telecom access has become an essential necessity of life for a growing number of people. The telecom sector in India holds unlimited potential talking of future growth. In the nation, both public as well as private firms are vigorously enhancing their technologies in a venture to take the telecom industry in the country to a much higher development. In addition to this, the manufacturers of mobile handsets are significantly contributing to the telecom industry in the country and the economy of India.

PROFILE OF TELECOM SERVICE PROVIDERS IN INDIA

Cellular Mobile Service in India\textsuperscript{151}

\textsuperscript{151} Telecom Regulatory Authority of India (TRAI) Report 2010.
In the last ten years, the mobile revolution has truly changed the socio-economic landscape of India and played a pivotal role in the growth and development of the economy. According to Cellular Operator Association of India (COAI), India ranks between the top ten telecom network in the world and the second largest in Asia. India is also one of the fastest growing markets in mobile communications. Telecom Regulatory Authority of India’s report on Telecom Services Performance (TRAI, 2010) indicates cellular mobile subscriber base touching 635.71 million in June 2010.

At present, there are fifteen mobile phone operators in the country, Bharti Airtel Limited (Bharti), Reliance Communications Limited (Reliance), Vodafone Essar Limited (Vodafone), Bharat Sanchar Nigam Limited (BSNL)- Government of India owned Public Sector Company, Tata Teleservices Limited (Tata), Idea Cellular Limited (Idea), Aircel Limited (Aircel), Unitech Wireless Limited (Unitech), Mahanagar Telephone Nigam Limited (MTNL), Sistema Shyam Teleservices (Sistema), Loop Mobile (India) Limited-Formely BPL Mobile (Loop Mobile), Videocon Telecommunication Limited (Videocon), S Tel Private Limited (S Tel), Himachal Futuristic Communications Limited (HFCL) and Etisalat DB Telecom Private Limited (Etisalat). All of them compete with each other to grab customers by providing wide range of services. Along with the normal services all of the operators are offer internet facilities which enable the subscribers to reach the whole world through internet easily and their services include prepaid, postpaid, internet, value added services and roaming devices.

Tamilnadu has always been a very high penetration market for mobile companies in the country. Already Chennai has teledensity at 111% (111 mobile phone connections
per 100 people) in the country. As per data available with the Telecom Regulatory Authority of India (TRAI 2010), Tamil Nadu had more than four crore mobile subscribers by March 2010. As of June 2009, the Tamil Nadu circle (which excludes Chennai) had 3.03 crore mobile subscribers, while Chennai circle had 96.51 lakh subscribers. Tamil Nadu, including Chennai circle, stands at number two position among states in terms of number of mobile phone subscribers at four crore.

GROWTH OF WIRELESS SUBSCRIBER BASE (GSM AND CDMA)

Table 3.8
Subscriber base of Wireless (GSM & CDMA) in Millions
Services from 2005 to 2010

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bharti</td>
<td>19.58</td>
<td>37.14</td>
<td>61.98</td>
<td>93.92</td>
<td>127.62</td>
<td>35.87%</td>
</tr>
<tr>
<td>Reliance</td>
<td>17.31</td>
<td>28.01</td>
<td>45.79</td>
<td>72.67</td>
<td>102.42</td>
<td>40.94%</td>
</tr>
<tr>
<td>Vodafone</td>
<td>15.36</td>
<td>26.44</td>
<td>44.13</td>
<td>68.77</td>
<td>100.86</td>
<td>46.68%</td>
</tr>
<tr>
<td>Bsnl</td>
<td>17.65</td>
<td>30.99</td>
<td>40.79</td>
<td>52.15</td>
<td>69.45</td>
<td>33.17%</td>
</tr>
<tr>
<td>Tata</td>
<td>4.85</td>
<td>16.02</td>
<td>24.33</td>
<td>35.12</td>
<td>65.94</td>
<td>87.76%</td>
</tr>
<tr>
<td>Idea</td>
<td>7.37</td>
<td>14.01</td>
<td>24.001</td>
<td>38.89</td>
<td>63.82</td>
<td>48.35%</td>
</tr>
<tr>
<td>Spice</td>
<td>1.93</td>
<td>2.73</td>
<td>4.21</td>
<td>4.13</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Aircel</td>
<td>2.61</td>
<td>5.51</td>
<td>10.61</td>
<td>18.48</td>
<td>36.86</td>
<td>99.46%</td>
</tr>
<tr>
<td>Mtnl</td>
<td>2.05</td>
<td>2.94</td>
<td>3.53</td>
<td>4.48</td>
<td>5.09</td>
<td>13.62%</td>
</tr>
<tr>
<td></td>
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<tr>
<td>Unitech</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0</td>
<td>4.26</td>
<td>-</td>
</tr>
<tr>
<td>Sistema</td>
<td>0.03</td>
<td>0.10</td>
<td>0.11</td>
<td>0.60</td>
<td>3.78</td>
<td>530%</td>
</tr>
<tr>
<td>Loop</td>
<td>1.34</td>
<td>1.07</td>
<td>1.29</td>
<td>2.16</td>
<td>2.84</td>
<td>31.48</td>
</tr>
<tr>
<td>S Tel</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0</td>
<td>1.01</td>
<td>-</td>
</tr>
<tr>
<td>HFCL</td>
<td>0.06</td>
<td>0.15</td>
<td>0.30</td>
<td>0.39</td>
<td>0.33</td>
<td>-15.38%</td>
</tr>
<tr>
<td>Videocon</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0</td>
<td>0.03</td>
<td>-</td>
</tr>
<tr>
<td>Etisalat</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0</td>
<td>0.0004</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90.14</strong></td>
<td><strong>165.11</strong></td>
<td><strong>261.07</strong></td>
<td><strong>391.76</strong></td>
<td><strong>584.32</strong></td>
<td><strong>49.15%</strong></td>
</tr>
</tbody>
</table>

Source: Compiled from the Annual Reports of TRAI 2005 to 2010.
INTERNET SERVICE IN INDIA

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspect of communication. Despite the considerable popularity of Internet in India, the Internet Service Providers market was for a long time in disarray. It appears to some extent to have settled down. After a period of market rationalization, there are now around 160 operational ISPs in the country. Despite the large number of providers, just 10% of the ISPs have 90% of the subscribers. The state-owned BSNL and MTNL continue to dominate the market, holding first and second place in terms of Internet subscribers and a massive 70% of the total subscriber base. There are 16.18 million Internet subscribers at the end of March 2010 (TRAI Report 2010) as compared to 13.54 million at the end of March 2009, registering a growth of 21.56%. The number of Broadband subscribers increased from 6.22 million at the end of March 2009 to 8.77 million at the end of March 2010, registering a growth of 35.87%.

Internet service providers

Until a few years ago, Internet in India was unreliable and sporadic, with only government players to choose from. Fortunately, better sense prevailed and today one can choose from quite a variety of services and service providers. Undoubtedly, Internet in India has come a long way to what we know it currently. Affordable pricing offered by BSNL and MTNL has contributed largely in expanding the reach of Internet to tiny corners of India. ISP (internet service provider), a business that offers users access to

152 Telecom Regulatory Authority of India (TRAI) report 2010.
the internet and related services such as email accounts, domain name registration, web hosting, etc. ISP provides internet connection to the customers via two methods: dialup and broadband.

New Telecom Operators are rolling out Internet Services across the country. Metro cities have a bevy of local internet providers linking the internet to your doorstep either in wired or wireless form, allowing you to reach out and explore the expansive horizon of information services. As penetration level is getting deeper, now in every corner of rural areas, one can find internet service providers a call away. This mass Infiltration of Internet Service Providers into our society allows almost anybody with a mobile phone or laptop or PC or any hand held device that supports internet to connect and establish a presence in internet world. Internet Speeds, Pricing, Mobile Internet, Download limits, Fair usage, Mobile Number Portability, are a few of the hot topics of the major towns in India these days. There being 168 Internet Service Providers in India, out of 168 ISPs, the Top 5 ISPs namely BSNL, MTNL, Reliance, Bharti, Hathway together account for 89.95% of India’s Internet connection base, and the top 10 account for 94.76%.153

DTH SERVICE IN INDIA

The television population of India is approximately 135 million and 80% of this population has access to cable and satellite. As on 2010, DTH has a 20% market share with more than 22 million DTH subscribers.154 The subscriber base for DTH has grown

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153 Telecom Regulatory Authority of India (TRAI) report 2010.
154 ibid.
very rapidly in the past 5 years. It can be evident from the fact that Dish TV was the
only player in 2005 and now there are over 10 DTH service providers that have
commenced their operations in DTH industry. The earlier days of the Television
viewership era in India was marked by the services of only one TV channel
“Doordarshan” that was owned and managed by the Indian government. Only 20 per
cent of the total homes were able to receive Doordarshan services by using antenna on
their roof tops for capturing the signals. Doordarshan had expanded its services to 50
private satellite channels and 19 different services by 1997. The shortcomings of cable
operators has led to the creation of immense opportunities for DTH that served as a
better alternative to high-end cable networks. The direct-to-home (DTH) TV industry
has witnessed tremendous growth in India for the past few years. The Indian DTH
industry has already crossed the 30 million mark of subscriber base as the quality of
service delivered by DTH is superior, compared to cable or any other medium. The
Indian DTH TV industry is currently in the growth phase, and is expected to attract a
large number of subscribers in near future. Some of the major players that have
identified the market potential and started their DTH services include Tata Sky (joint
venture of Tata & Star TV), Digital TV (Bharti Telemedia), DishTV (Zee group), Big
TV (Anil Dhirubhai Ambani Group) and SUN Direct (Sun TV).

PROFILE OF THE SERVICE PROVIDERS

BHARTI AIRT Lê 155

155 http://www.airtel.in/
Bharti Airtel started its telecom service business by launching mobile services in Delhi (India) in 1995. Bharti Airtel, the group's flagship company, has emerged as one of the top telecom companies in the world, and is amongst the top five wireless operators in the world. Through its global telecom operations, Bharti group has presence in 21 countries across Asia, Africa and Europe. As India’s leading Telecommunications Company, Airtel brand has played the role as a major catalyst in India’s reforms, contributing to its economic resurgence.
Bharti Airtel is structured into three strategic business units - Mobile services, Broadband & Telephone (B&T) services and Enterprise services. The mobile business provides mobile and fixed wireless services using GSM technology across 23 telecom circles. The B&T business provides broadband and telephone services in 94 cities.

It launched the ‘Leadership Services’ campaign which featured successful men and women with their deluxe cars, carrying laptops and using cell phones. So people started thinking that Airtel was an aspirational brand, which was meant for leaders and celebrities. People began associating three core benefits with the Airtel brand – leadership, performance and dynamism.
During that time, Airtel started its leadership campaign by which it is known as a premium class brand. The taglines like "Airtel celebrates the spirit of leadership" and "The first choice of the corporate leaders" emphasized that stance. The ‘Leadership’ campaign was reportedly successful, and resulted in a marginal improvement in Airtel performance.

So in August 2000, Bharti launched its new ‘Touch Tomorrow’ which aimed at strengthening its relationship with customers. In early 2000, it was observed through market surveys that the concept of leadership was undergoing a transformation resulting in it being a moderate success. Hence, Bharti decided to ‘humanize’ the brand ‘Airtel’ to gain competitive advantage. In August 2000 Bharti launched its new ‘Touch Tomorrow’ campaign which aimed at strengthening its relationship with its customers and made the brand ‘softer’ to cater to a wide variety of people across the society.

Airtel has the most recognizable brand in the Indian operator space. Globally, Bharti Airtel is the third largest in-country mobile operator by subscriber base, behind China Mobile and China Unicom. In India, the company has a 30.7% share of the wireless services market.

Airtel digital TV is a DTH service. It uses MPEG_4 digital compression with DVB-S2 technology. Airtel digital is launched on 8th October 2008 with a 360 degree mega campaign “Come Home to the Magic”. Since then, it has launched 2 other campaigns: ‘Stars come home’ (March 2009) and ‘DTH Picture Clarity (August 2009) end has increased its channel base to 183+ channels. Airtel digital TV is now amongst
the fastest growing DTH brands in the country and is available across 5000+ towns in
India. It has also been ranked as the best DTH service by “Living Digital” magazine.

BSNL156

Bharat Sanchar Nigam Ltd. formed in October, 2000, is world's 7th largest
Telecommunications Company providing comprehensive range of telecom services in
India: Wireless, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service,
MPLS-VPN, VSAT, VoIP services and IN Services. Today, it has about 46 million line
basic telephone capacity, 8 million WLL capacity, 52 Million GSM Capacity, more than
38302 fixed exchanges connecting 602 Districts. BSNL is number one operator of India
in all services in its license area. The company offers wide ranging and the most
transparent tariff schemes designed to suit every customer. BSNL cellular service- Cell
One, has 55,140,282 2G cellular customers and 88,493 3G customers as on 30.11.2010.

Source: www.bsnl.co.in

BSNL has more than 2.5 million WLL subscribers and 2.5 million Internet
Customers who access Internet through various modes viz. Dial-up, Leased Line, DIAS,

156 www.bsnl.co.in
and Account Less Internet (CLI). BSNL has been adjudged as the number one in the country.

**RELIANCE**

Reliance Mobile (formerly Reliance India Mobile) is launched on December 28, 2002. The company is mainly engaged in the businesses of Wireless, Broadband, Rural Communication and Reliance World.

**Source:** www.rcom.co.in/

RCom’s business encompasses a complete range of telecom services covering mobile and fixed line telephony. It includes broadband, national and international long distance services and data services along with an exhaustive range of value-added services and applications.

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157 [www.rcom.co.in/](http://www.rcom.co.in/)
**Wireless**

Reliance Mobile - With over 135.72 million subscribers across India, Reliance Mobile services now cover over 20,000 towns and 5 lakh villages.

Reliance Mobile World - The Reliance Mobile World suit of Reliance Mobile is a unique Java-based application. It receives over 2.5 billion page views per month from Reliance Mobile users.

Broadband - The successful rolling out of real broadband services across the nation marks the second chapter of Reliance Communications’ commitment to usher in a digital revolution in India like E-education, Digital Workplaces, E-healthcare and Integrated Enterprise Solution.

Reliance BIG TV is a DTH satellite television provider in India based in Navi Mumbai, using MPEG-4 digital compression technology. BIG TV started operations from 19 August 2008 with the slogan "TV ho Tho BIG Ho" ("If you have a TV, make it BIG"). It currently offers close to 200 channels and many interactive ones, 32 cinema halls (i.e. Pay Per View Cinema Channels) as well as many Radio channels.

**Source:** [www.rcom.co.in/](http://www.rcom.co.in/)
Reliance BIG TV's retailer network is spread across 100,000 outlets in 6,500 towns in India.

**AIRCCEL**

The Aircel group is a joint venture between Maxis Communications Berhad of Malaysia and Apollo Hospital Enterprise Ltd of India, with Maxis Communications holding a majority stake of 74%. Aircel commenced operations in 1999 and became the leading mobile operator in Tamilnadu within 18 months. In December 2003, it launched commercially in Chennai and quickly established itself as a market leader - a position it has held since.

Source: [www.aircel.com](http://www.aircel.com)

Aircel began its outward expansion in 2005 and met with unprecedented success in the Eastern frontier circles. Till today, the company has gained a foothold in 18 circles including Chennai.

Aircel Wi-Fi is a service through which a user can surf the internet at a high speed without connecting the contrivance via wires. That implies that the service is wireless and can be operated without using Broadband air force. This service has elaborated the internet facilities, and boosts the users.

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158 [www.aircel.com](http://www.aircel.com)
TATA TELESERVICES LIMITED

Tata Teleservices Limited (TTL) spearheads the Tata Group’s presence in the telecom sector of the Tata Group’s strategic alliance with Japanese telecom major NTT DOCOMO in November 2008. Tata DOCOMO has received a pan-India licence to operate GSM telecom services—and has also been allotted spectrum in 18 telecom circles. The company has rolled out GSM services in all of these 18 telecom circles in the quick span of just over a year.

Tata DOCOMO marks a significant milestone in the Indian telecom landscape, and has already redefined the very face of telecoms in India, being the first to pioneer the per-second tariff option—part of its ‘Pay for What You Use’ pricing paradigm. Tata Teleservices Limited has also become the first Indian private telecom operator to launch 3G services in India under the brand name Tata DOCOMO, with its recent launch in all the nine telecom circles where it bagged the 3G license.

Source: www.tataindicom.com

Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, serves over 88 million customers in more than 450,000 towns and villages across the
country, with a bouquet of telephony services encompassing Mobile Services, Wireless Desktop Phones, Public Booth Telephony and Wireline Services across a total of five brands vis a vis Indicom, Docomo, Virgin Mobile, Walky (the brand for fixed wireless phones), the Photon family (the company’s brand that provides a variety of options for wireless mobile broadband access)

**TATA SKY**

Tata Sky is a DTH satellite television provider in India, using MPEG-2 digital compression technology. Tata Sky is incorporated in 2004; Tata Sky is a JV between the TATA Group and STAR. Tata Sky DTH endeavors to offer Indian viewers a world-class television viewing experience through its satellite television service. Vikram Kaushik is the present CEO of Tata Sky Ltd. The TATA Group is one of India's largest and most respected business conglomerates. Tata Sky Ltd is the First Indian DTH provider to be awarded the ISO 27001:2005 accreditation, the ultimate benchmark for information security.

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160 [www.tatasky.com](http://www.tatasky.com)
In October 2008, Tata Sky announced launching of DVR service Tata Sky+ which allowed 45 hours of recording in a MPEG-4 compatible Set Top Box. The remote is provided with playback control keys and is being sold with special offers for existing subscribers. Tata Sky was selected as a SUPER BRAND for the year 2009-2010 by an independent and voluntary council of experts known as super brands Council. It is the only Indian DTH to have won this distinction.

VODAFONE¹⁶¹

Vodafone Group PLC is a public limited company incorporated in England. Its headquarters is situated in U.K. The name Vodafone comes from Voice data fone, chosen by the company to “reflect the provision of voice and data service over mobile phones”. Vodafone in India came with acquiring Hutchson Essar Limited. It was launched officially on 21st Sept., 2007. Hutch was rebranded as Vodafone.

Source: [http://www.vodafone.in/pages/index.aspx](http://www.vodafone.in/pages/index.aspx)

Vodafone has given birth to the ZOO ZOO: a special character created specifically to convey a value added service offering in each of the newly released commercials. Vodafone has come with creative advertising campaign for its various plans. This strategy has captured the imagination of millions. Zoozoos have become so

popular that Vodafone has succeeded in its efforts of viral or buzz marketing. Their advertisement campaign has gained so much popularity all over the world. Zoozoos have been successful in giving Vodafone a makeover and establishing maximum brand presence.

**SUN DIRECT**

Sun Direct is a DTH satellite television provider in India, using MPEG-4 digital compression technology. It is the country's first MPEG 4 technology DTH service provider. Sun Direct is a DTH service in India headquartered in Chennai, Tamil Nadu. Sun Direct TV was registered in February 16, 2005. Due to the lowest pricing of any DTH in India, Sun Direct spread rapidly all over the country. Sun Direct was launched in Mumbai and announced its pan India launch. By Mar 2011 it became leading DTH provider with 6 million subscribers. This makes it 4th largest DTH service provider of India. In April 2009, Sun Direct officially launched its High-Definition service in India.

**Source:** [http://www.sundirect.in/](http://www.sundirect.in/)

Sun Direct uses the latest MPEG-4 based technology to increase broadcast capacity. Sun Direct provides next-generation services in fast-growing and emerging
markets quickly and efficiently. Sun Direct selected Oracle based on its convergent multi-service capabilities and proven real-time scalability allowing it to consolidate billing operations, enables powerful new service offerings and improves visibility into customer information across services.

VIDEOCON D2H

Videocon D2h is a DTH satellite television provider in India based in Mumbai, using MPEG-4 with DVB S2 digital compression technology. Videocon Leasing & Industrial Finance Limited was incorporated on 4th September, 1986 as Adhigam Trading Private Limited. In terms of the necessary resolutions passed under Sec. 21 of the Companies Act, 1956, the name of the Company was changed to Videocon Leasing & Industrial Finance Limited on 14th February, 1991. The total number of subscribers of D2H (Videocon) is 2 million as on March 2010.

Source: www.videocond2h.com

DISH TV

Source: www.dishtv.in
Dish TV is the first private DTH satellite television provider in India, using MPEG-2 digital compression technology. Dish TV's Managing Director and Head of Business is Jawahar Goel who is also the promoter of Essel Group and is also the President of Indian Broadcasting Foundation and Mr. Subhash Chandra is the Chairman of Dish TV. Dish TV is a division of Zee Network Enterprise (Essel Group Venture). EGV has national and global presence with business interests in media programming, broadcasting & distribution, speciality packaging and entertainment. Zee Network incorporated Dish TV to modernize TV viewing. By digitalizing Indian entertainment, this enterprise brought best television viewing technology to the living room. Dish TV was the only DTH operator in India to carry the two Turner channels, Turner Classic Movies and Boomerang. Both the channels were removed from the platform due to unknown reasons in March 2009. Dish TV uses NSS-6 to broadcast its programmes. NSS-6 was launched on 17 December, 2002 by European-based satellite provider, New Skies. Dish TV hopped on to NSS-6 from an INSAT satellite in July 2004. The change in the satellite was to increase the channel offering as NSS 6 offered more transponder capacity.

Source: www.dishtv.in