

## **A COMPARATIVE ANALYSIS BETWEEN AIRTEL DIGITAL TV & TATA SKY DTH SERVICES IN NAGPUR, MAHARASHTRA**

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### **Abstract:**

Present research paper discusses the comparison factor related to Airtel and Tata sky DTH services. The study mainly point out the difference among various services and how consumer view the perception of effective quality content and viewership provided by Airtel and Tata sky. The research also provides a given idea of creating and identifying various customer market share handling and how DTH service providers benefit with the growth of viewership in channels. Present research is done in Nagpur city of Maharashtra, wherein survey based analysis is done to understand how services of Airtel and Tata sky do work and how both are able to maintain niche market. Using the key customer's viewership and quality content choices of channels requirement, the possibility of effectiveness is taken.

### **Keywords**

*Customer perceptions, Viewership of channel, Comparative analysis, Marketing prospects*

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**Introduction:**

In India, Television is the youngest of all media. It is also one of major segments of mass media in the country, and a huge industry relaying thousands of programmes every day in many languages. There has been a lot of contribution from small screen that continues to produce numerous celebrities, with many of them even gaining national fame. The soaps played in TV are quite popular with women, both homemakers and working women. Nearly half of all households in India own television. According to 2010 reports, the country consists of a collection of free as well as subscription services spread over a wide range of distribution media, and out of the 515 channels, about 150 are pay channels. According to the Pioneer Investor, the worth of Indian cable industry is about 270 billion, considered third largest in the world after television industries of People's Republic of China and the United States. The number of homes in India with TV grew from a figure of 120 million in the year 2007 to about 148 million by 2011. The medium of Cable has touched 94 million homes with nearly 88 million analogy connections along with 6 million digital ones. The DTH has about 41 million subscribers. (Findahl, 2009)

This is a process which has been followed more or less consistently by all the federal administrations. Foreign channels such as CNN, Star TV and domestic channels like Zee TV and Sun TV were the ones that started satellite broadcasts. From about 41 sets in the year 1962 and one channel, by the year 1985 TV in India registered coverage of about 70 million homes with a viewing population of about 400 million individuals with nearly 100 channels. In India, there are least five basic types of television. These are the broadcast or "over-the-air" television and then unencrypted satellite or "free-to-air" followed by Direct Broadcast Satellite, Cable TV, and the IPTV (internet protocol television). The over-the-air and free-to-air TV categories are free without any form of monthly payments while the Cable, Direct Broadcast Satellite, as well as IPTV requires a monthly fee, which varies based on the number of channels a subscriber opts to pay for. Channels are mostly offered for views in groups, rather than a single subscription.

The Conditional Access System (CAS) is a form of transmitting TV channels by means of a digital mode with the help of a set-top box (STB). These transmission signals are initially encrypted and viewers should install a set-top box for receiving and decrypting the signals. The

STB is a requirement for watching only pay channels. This idea of CAS was proposed in the year 2001, as a result of furore due to charge hikes by certain channels and subsequent hike by the cable operators. Issues related to weak reception of certain channels; arbitrary mode of pricing and sudden increase in prices; bundling together of channels; ineffective service delivery by the Cable Television Operators (CTOs); creation of monopolies in each area as well as lack of proper regulatory framework and redressed avenues were the objectives behind the implementation of CAS. (REDDY, 2016)

In India, Television spread slowly during the first 17 years, and the transmission was almost in black & white. The policy makers of the country, which was only recently liberated from the centuries of colonial rule, looked down upon television, treating it as a luxury that Indians could live without. In the year 1955, there was a Cabinet decision passed not allowing any foreign investments in the print media which was followed religiously for about 45 years. The sales of TV sets, seen in terms of the licences which were issued to the buyers were only 676,615 until the year 1977.<sup>13</sup> Television made a push to the forefront only in the last 25 years and especially in the last 15 years. There were two turning points: the first one was in eighties when the colour TV was introduced by India's state-owned broadcaster Doordarshan (DD) coinciding with the 1982 Asian Games which India had then hosted. This led to installation of transmitters all over the country rapidly for the purpose of terrestrial broadcasting. During this era, no private enterprise was given permission to set up TV stations or for transmission of TV signals. T14 DD took advantage of this invasion by satellite TV to launch an entertainment and commercial based channel and started airing entertainment programmes on its terrestrial network. This led to spurt in the purchase of sets even in the hinterlands where there was no availability of cable TV. (Howell, 2009)

### **Product features and comparison:**

The Airtel Digital and TV Tata Sky are quite similar in terms of hardware and also software. Both of these DTH services almost use similar hardware, providing fair picture quality, where built-in hard disks are also provided to record the channel programs. (Howell, 2009)

When it comes to the set top box software's, it is more or less the same in both the DTH services, which was developed by the Cisco Company in India, and this is the reason why users find similar user interface with both the services. If the user switches from Airtel DTH to Tata Sky or even vice versa, they may not face much problem since the user interface and the features are almost similar in both these DTH services. (Sharma, 2016)

Here Airtel DTH can be adjudged as a clear winner. There are many reasons for this. Firstly, the Airtel DTH remote is a universal remote and you can switch on or switch off your TV with the help of Airtel remote. The volume of the TV set can be increased or decreased along with options for Mute TV sound as well as the TV/AV options, which can be used with Airtel remote. (CII, 2015)

Airtel DTH remote piece works for almost all the brand televisions. Users only have to program their remote and pair their TV remote buttons with that of the Airtel remote buttons. To pair the TV set with the Airtel DTH remote, users have to follow few simple steps, as mentioned in the following link: (Menon, 2011)

It is indeed a quite handy feature as there is no need for carrying 2 remotes for users, whenever they watch TV. A single Airtel remote is enough for operating both the set top box and also the TV set. This feature is not offered with the Tata Sky remote. It is not universal but users can buy a universal remote from the Tata Sky, by spending some extra money. (Howell, 2009)

These days, even Tata Sky's new set top boxes have the feature of universal remote with many menu options being the same, with similar locations in both of the DTH services like recorder settings, the user or system settings, etc. Tata Sky has a very useful option named the "Master Lock" that blocks/restricts select TV channels and services, for preventing others from watching Television in certain situations.

### **Objectives of the study:**

- To study the socio-demographic profile of Airtel Digital TV and Tata Sky users in Nagpur city.

- To study and compare the customer's perceptions, quality & no. of channels offered by Airtel Digital TV and Tata Sky in study area.
- To study and compare market range, viewership and sales growth of Airtel Digital TV and Tata Sky in study area.

**Related Work:**

The Direct-To-Home (DTH) TV industry in India has been growing at a very rapid pace right from the inception of the commercial services in the year 2003 as a result of huge investments by the current as well as new players. The DTH industry also defied the global economic crisis by posting significant growth in the year 2008. The DTH market has acquired more than 18 Million subscribers in the last six years. With the foray of new players, the overall number of DTH subscribers has seen as steady growth with increase in the market competition, where users can choose from a wide range of options, according to their own requirements. Courtesy superior quality of audio and video, the DTH services are able to attract a record number of subscribers. (Rankin, 2015)

Based on the "Indian DTH Market Forecast to 2012" analysis, the total number of DTH subscribers was estimated to grow at a CAGR of about 28% during the period of 2010 - 2012. Currently, the DTH subscribers are only a small proportion of the total TV households in the India, which represents a vast future growth potential. The DTH was projected to earn a market share of about 40%, with digital cable about 40% and analogy cable with only a 20% market share. The DTH market in the country has emerged as one of the most lucrative markets with good track of success. The impressive growth of Indian economy with a booming GDP growth rate of more than 9 has further boosted the sector everywhere. (Sharma, 2016)

The average disposable incomes of Indians and their purchasing power has grown to never seen before levels with the Indian entertainment and media industry also growing, not far behind. It is worth more than Rs.450 billion with a CAGR of about 18% in the next five years. India was estimated to overtake Japan as Asia's largest DTH and emerge as Asia's leading cable market by the year 2010 and the most profitable segment by the year 2015. The vast potential of India's

DTH market has been known, right from the time it was established in the early part of 2000's. (Howell, 2009)

There has been a record growth in the total number of DTH households. However, had it not been for the future, the market would have accelerated much more. India's inclination for DTH is fuelled to a large extent by economic growth. Indians are getting wealthier and, today the population has been earning more, with more disposable income for spending on TV sets. The Indian TV market is considered massive, with more than 130 million TV households all over in the country. (Sharma, 2016)

The study is related to mostly the comparison between the services of Airtel Digital TV & Tata Sky and the competition with the Cable TV services. This analyses important factors which influenced the people in making a transition from the services of cable TV to DTH TV and to select from these two operators. We therefore analysed the factors which had influenced people more for switching over and this study also mentions about the substitutes/ threats of the other DTH service providers like Dish TV, Big TV and SUNTV etc., that have been crafting new strategies to face new competition in the future. From the current study, we are able to understand the perception shared by the households towards the services of Airtel Digital TV & Tata Sky as well as cable TV. This can be employed in the company's strategy for preparing them in the future competitive market. (Samson Joe Dhinakaran, 2016)

There are many other DTH players too, who make use of new strategies/technologies for offering more features to the users for winning the competition in the DTH market. The market share involving various network providers them in analysing their business so that they can leverage the opportunities and try to gain the market share. The entire information helps even Airtel Digital TV and Tata Sky so that the DTH industry can aim towards a much better position and aids in analysing the future strategy. From the current study, people can also gain knowledge in choosing the right TV network providers by studying the market environment.

### Methodology and Research Design:

Research design of this study is descriptive and explorative in nature. The sampling technique is simple random sampling. The study is mainly based on the primary data, which has been collected by interview schedule from 120 users of Airtel Digital TV and Tata Sky equally. The secondary information was gathered from different sources like newspapers, journals, magazines, books and also websites, pamphlets etc. The interview schedule has been designed appropriately with close-ended type, so that people would be able to easily fill this questionnaire, based on their perception. People would always be willing to give objective answers. Hence, using open-ended questions is not considered that effective. The study area is Nagpur city and the geo coordinates of the area is 21.1458° N, 79.0882° E. The data will be analysed using applicable tests.

### Result and Discussion:

Present research paper results will do provide an overview on how various customers have divertive viewership based on the DTH service provided. The main consideration will be on how DTH service providers like of Airtel Digital and Tata sky has made its foothold in the market and maintained its dominance. Our research taken up using the responses from various stakeholders and customers .The responses are further taken based on the services provided by both DTH service providers and there view of how it would benefit more effectively.

Using data conversion process of chi square test, various relevant output references content is verified and a clear work structure is maintained. It further gives an idea on how customer are managing and controlling DTH service work flow as per specific work formation.

**Table 1. Socio-demographic profile of users of Airtel Digital TV and Tata Sky**

**Results of Chi-Square Test (N=120 i.e. 60 users Airtel Digital TV and 60 users Tata Sky)**

Level of Satisfaction is not influenced by	Degrees of Freedom	Calculated $\chi^2$ Value	Table Value $\chi^2$	Inference
Gender	1	2.00	5.59	H <sub>0</sub> –accepted
Marital Status	2	4.74	5.99	H <sub>0</sub> –accepted

Monthly Income	6	12.85	13.51	H0 –accepted
Place of Residence	2	0.53	5.99	H0 –accepted
Age	5	16.00	11.29	H0 = rejected
Educational Qualification	8	16.05	15.51	H0 = rejected
Occupation	7	18.11	14.51	H0 = rejected
Family Size	3	9.08	8.49	H0 = rejected
Nature of Residential House	4	10.21	9.49	H0 = rejected

*Source: Primary Data and Significant at 5 per cent level.*

### **Interpretation:**

Above table-1 shows that gender, marital status, monthly income and place of residence have not influenced the level of satisfaction of the respondents towards product features of Airtel Digital TV and Tata Sky services. But age, educational qualification, occupation, family size and nature of residential house have influenced the level of satisfaction of the respondents towards product features of the Airtel Digital TV and Tata Sky services.

**Table 2. Comparative table of customer’s perceptions, quality content & no. of channels for Airtel Digital TV and Tata Sky**

	Airtel Digital TV (N=60)		Tata Sky (N=60)	
	Good	Not Good	Good	Not Good
<b>Customers perceptions</b>	84%	16%	72%	28%
<b>Quality content</b>	73%	27%	48%	52%
<b>Number of channels</b>	38%	62%	27%	73%

### **Interpretation:**

The above comparison table is done through tools used for data calculation based process. The given response provides customer viewership on a particular given requirement. It further gives a clear idea on how customers view entertainment and quality content based on the channels availability. It provides an idea of how Airtel Digital TV and Tata Sky services have become

more competitive and customers are looking for a more quality based content and further relate to the changing work model. Airtel Digital TV service provider has gained a lot of growth due to its effective digital platform and easy access of all the channels viewing and pricing process. Tata Sky is way beyond drawing back due to transmission issue and other relative work needs.

**Table 3. Comparative table of market range, viewership and sales growth for Airtel Digital TV and Tata Sky**

	Airtel Digital TV (N=60)		Tata Sky (N=60)	
	Content wise	Subscribers due to quality deliverance	Content wise	Subscribers due to quality deliverance
<b>Market Range</b>	75%	80%	60%	60%
<b>Viewership in Nagpur</b>	66%	45%	45%	45%
<b>Sales Growth</b>	80%	65%	60%	55%

**Interpretation:**

The above comparison table is done through tools used for data calculation based process. Based on the views presented in previous response, the present table details further categorically show the rise of effective medium of Airtel Digital TV and Tata Sky services. It further gives a clear idea on how comparative factor in viewership and sales growth will make a good growth in sales process between Airtel Digital TV and Tata Sky.

**Conclusion:**

As our present research paper discusses about need for services organization to look for various key competitors and other understanding. Marketing personnel of Airtel and Tata sky of Nagpur region have made good approach in setting up various key marketing branding approach in viewers base content will help in setting up of process for gaining subscribers. The DTH Services in India has made quite a rapid progress and the customer viewership model in the present marketing aspect has further created a distinguished approach in marketing probabilities.

Based on the data analysis done through marketing aspects of Airtel and Tata sky has made quite a big niche in market. The customer response and other relative change in viewership have made quite a good progress. Based on the response and there percentage of response in relation using chi square test and regression analysis. In the arena of DTH services there are many factors like product features, price fairness, and the value-added-services, distribution of DTH services in a convenient way, the behaviour of employees, as well as subscribers' education and awareness by means of promotions, better service levels and the process of payment which play a key role in differentiating the services from that of the competitors.

The study revealed that Airtel Digital TV is better than Tata Sky in almost each area. Hardware and software is same in both DTH services. User interface is also same but Airtel Digital TV has some plus points such as universal remote, more TV channels, etc which make Airtel DTH better than Tata Sky.

### **Suggestions:**

The Approach for these analysis for comparatively analysis for airtel and tata sky for making good changes in customer delivery model.it is more important to understand the need of effective quality content and its deliverable in bringing a good program based entertainment to the viewership. It is more important to understand issues relative to program management and also help in making good work model deliverable and other work constraints.

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