

We are entirely responsible for the acquisition and delivery of content to subscribers, including customer acquisition, service provision and billing. The fixed-line operators are responsible for providing the broadband pipe that our content is delivered over, but that is all.

It is common in India for a telecoms operator to bring in a specialist private partner to acquire content, whether that be for an IPTV service or for a mobile telephony service offering such things as ringtones and wallpapers. By bringing in a private partner, the fixed-line operators here feel they can better acquire content, with around 15-20% of revenues typically going to the content partners.

How are the revenues shared for Smart Digivision's IPTV service?

We have different models for different aspects of the business - for broadcast (i.e. linear) services, we receive 90% of revenues and the fixed-line operators receive 10%, while for non-broadcast services such as video-on-demand and interactive services, we receive 70% of revenues and the operators receive 30%, and from advertisements on the service, we receive 80% of revenues and the fixed-line operators receive 20%.

How does this fit in with companies such as Aksh Optifibre, who also deliver IPTV services over the networks of BSNL and MTNL?

The fixed-line networks of these two operators can accommodate both us and our competitors such as at Aksh - however they can support no more than two IPTV services. Out of the 54 cities in which we operate, we are the only operator in 29 of those, including Chennai, Hyderabad, and Bangalore and Kolkata, and we compete in another eight cities with Aksh Optifibre.

[<<< news home](#)

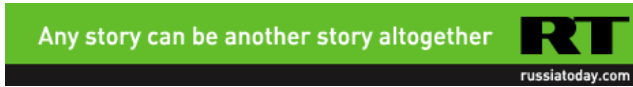
No comments have been made yet

Post a Comment about this article

Name

Comment

Email



Indian IPTV operator Smart Digivision rolls out AirTies Set-Top Boxes to three million households in India

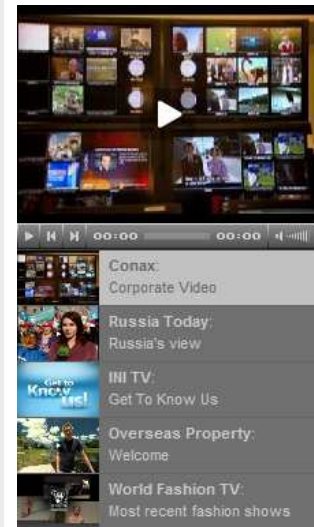
Thursday, 16 July 2009 14:53

Award winning Indian IPTV service, MyWay, offers interactive entertainment experience on TV screens across India. AirTies, the innovative wireless home networking vendor has been chosen by Smart Digivision to provide its set-top boxes (STBs) as part of its award winning IPTV service, MyWay™, offering Indian households a high quality, interactive IPTV experience. The service, which is being rolled out across 54 large cities across India including New Delhi and Mumbai, will provide Indian households with the choice of 150 TV channels as well as Video on Demand (VoD) films and DVDs and a range of interactive internet services such as music, gaming, education and e-commerce to allow them to watch programmes as and when they choose.

Smart Digivision will be deploying the IPTV service to over three million subscribers throughout India on the broadband networks of incumbent telco operators BSNL and MTNL. AirTies has created a customised version of its H.264 standard definition set-top box offering high quality video over low bandwidth at a very affordable price. The STB supports low bit rate IPTV networks and plans are afoot to support for external USB disk based personal video recording and wireless video in future developments of the service.

Kapil Dev Kumar, COO, Smart Digivision comments: "Our key requirements in selecting the AirTies STB were fast boot-up and channel zap time, plus support for internet transactional and video applications on the TV. Other key criteria included support for DVR on external storage and low cost pricing for the competitive Indian Market. Not only did the AirTies STB meet all of our requirements, but it also impressed us with its unique visually appealing design. The AirTies STB has allowed us to price the MyWay™ service competitively against our Satellite television competitors, where volumes have already crossed 10 million in aggregate. More importantly, AirTies has lived up to the promise of excellent support and shown a flexible approach towards customizing the hardware and firmware for the specific eco-system deployment, network conditions and custom-developed user interface needed in the Indian market."

AirTies CEO Bülent Çelebi added: "India as a market offers dramatic potential for IPTV technologies with its current installed base of 6 million broadband subscribers and a market that is growing dramatically. We enabled MyWay to compete with Satellite price points by optimizing for the Indian market and designing cost out. Our challenge was to achieve that price point without compromising on quality or features. We see the Asia-Pacific IPTV market as a major opportunity for AirTies and consider a long-term business relationship with Smart Digivision as a key component to our success in the region."



SUBSCRIBE NEWSLETTER

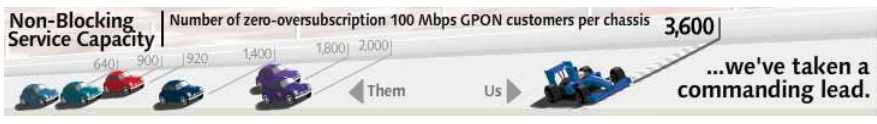
Name: Email:

Mail Format:
HTML Text

I want to: Subscribe Mailing List:
FBTVNews



CHANNELS



CHANNELS | Broadband | Cable Digital | Components | Ethernet | IP & Convergence | Mobile | Optical | Security | Services Software | Testing | Video | VOIP



Got Something to Say?

Search ADVANCED SEARCH

HOME | RESEARCH | EVENTS | WEBINARS | WHITE PAPERS | LR EUROPE | LR ASIA | UNSTRUNG | CABLE DIGITAL NEWS | CONTACT US | REGISTER

News Wire Feed

AirTies Unveils Wireless STB

JULY 17, 2009 | Post a comment

Post a Comment Print | Reprint | Share | Email This | RSS



no ratings Login to Rate

ISTANBUL -- AirTies, the innovative wireless home networking vendor is launching the industry's first high definition, 802.11N wireless video set-top box featuring self-service secure wireless network setup with a single push of a button and solid state storage on NAND flash. Air 7124, the high definition, wireless, IPTV/WebTV set-top box (STB), targeted at IPTV operators, eliminates the need for cables between multiple STBs, allowing the device to be located anywhere in the home and allowing single-touch, automated customer installation.

The Air 7124 is an elegant, compact, high definition STB for IPTV, WebTV and Video-On Demand (VoD) applications. Operating in conjunction with the compatible AirTies wireless gateway, it is the first STB to offer seamless wireless video distribution in the home together with internet data access for home computers. Using AirTies' wireless Quality of Service (QoS) and Mesh Networking technology, the Air 7124 offers a prioritised, interference free signal, ensuring a reliable high quality TV viewing experience, without the need to run cables between multiple devices in the home. The combination of AirTies STB and gateway enables high quality end-to-end wireless video distribution at home and offers a simple one-touch installation and setup of a secure wireless network by the end-user, getting rid of truck rolls and installation costs for the operators.

The new AirTies STB also features 96 GB NAND flash memory and the default 2 GB solid state NAND flash offers a cost-effective, Pause-LiveTV feature for the masses without the shortcomings of a mechanical hard drive. This enables storing of photos and music without the 50% cost increase of a hard disk drive. Furthermore Flash disk is more reliable, lower power and produces no noise when compared with mechanical hard disks.

According to AirTies CEO, Bulent Celebi: "The beauty about the wireless video STB is that it appeals to both consumers and operators: It dispenses with the need for unsightly cables and allows consumers to locate their TV wherever they choose. It also has immense appeal to the operator as; by allowing customer self-setup and self-provisioning; it removes the expense of engineer installation and makes it easier and cheaper to sell as a retail product."

AirTies

Post a Comment Print | Reprint | Share | Email This | RSS

Comments

Newest Comments First Display in Chronological Order

Be the first to post a comment regarding this story.

LIGHT READING MARKET PLACE

Sign up to try Bomgar Remote Support
Control ALL of your enterprise's IT assets remotely regardless of location or OS

Download Mobility Strategy White Paper
This paper explains how to develop and implement the optimal mobility plan.

Download Whitepaper "How to Virtualize"
Gain insight into the Most Efficient ways to deploy a Virtual Infrastructure.

Download Whitepaper "Why Virtualize?"
Can Virtualization Benefit your Business? Read this Whitepaper to find out.

Tech Resources

ERICSSON Sponsored by Ericsson [CLICK HERE TO SIGN UP NOW!](#)
Light Reading's Video Update

Podcast
Complex market, huge opportunities - China's plans

Videos

- Anchor Point - FIFA
- TV Evolution
- Ericsson's TV Vision - IMS' role

Consumer Research
Keep it Simple
Business leaders demand video on the move

Most Popular

- Read Blogs Talk
- Nortel Disqualified From 2012 Olympics 7/10/2009
- AlcaLu Readies 100GigE Cards 7/16/2009
- Cisco's Eos Press Conference 7/10/2009
- Who Makes What: 40- & 100-Gbit/s Systems 7/3/2009
- Verizon Adds Twitter, Facebook to FiOS 7/15/2009
- IP Infusion Goes All-In 7/14/2009

Related Content

- Articles White Papers Research
- IMS Player Tries North America Again 7/17/2009
- Vodafone Launches IPTV in Portugal 7/17/2009
- Shaw Snares Mountain Cablevision 7/17/2009
- NDS Readies for IBC 7/17/2009
- Tandberg Posts Q2 7/17/2009
- StarHub Extends Mobile TV 7/17/2009

Events

- Webinars
- Broadband 2.0 - Making the Business Case
Wednesday, September 9, 2009
Trident, Nariman Point, Mumbai
- Broadband 2.0 - Making the Business Case
Friday, September 11, 2009
Oberoi Hotel, New Delhi
- Backhaul Strategies for Mobile Operators 2009
Tuesday, September 22, 2009
New York
- The xTCA Ecosystems Conference
Wednesday, September 23, 2009
Boston
- OSS 2.0: Driving the

Monday 20 July 2009

[register now](#)

[log in](#)
Free 30 day trial
[contact us](#)



- technology
 - business
 - geography
 - magazine
 - jobs
 - resources
- [current issue](#) | [archive](#) | [subscribe](#)

- print
- email
- reprint
- comment

Indian IPTV operator rolls out AirTies set-top boxes

AirTies
Friday 17 July 2009

Bookmark & Share

- digg It
- del.icio.us
- searchle
- stumbleupon

Award Winning Indian IPTV Service MyWay offers interactive entertainment experience on TV screens across India

Istanbul, July 16th 2009 - AirTies, the innovative wireless home networking vendor has been chosen by Smart Digivision to provide its set-top boxes (STBs) as part of its award winning IPTV service, MyWay™, offering Indian households a high quality, interactive IPTV experience. The service, which is being rolled out across 54 large cities across India including New Delhi and Mumbai, will provide Indian households with the choice of 150 TV channels as well as Video on Demand (VoD) films and DVDs and a range of interactive internet services such as music, gaming, education and e-commerce to allow them to watch programmes as and when they choose.

Smart Digivision will be deploying the IPTV service to over three million subscribers throughout India on the broadband networks of incumbent telco operators BSNL and MTNL. AirTies has created a customised version of its H.264 standard definition set-top box offering high quality video over low bandwidth at a very affordable price. The STB supports low bit rate IPTV networks and plans are afoot to support for external USB disk based personal video recording and wireless video in future developments of the service.

Kapil Dev Kumar, COO, Smart Digivision comments: "Our key requirements in selecting the AirTies STB were fast boot-up and channel zap time, plus support for internet transactional and video applications on the TV. Other key criteria included support for DVR on external storage and low cost pricing for the competitive Indian Market. Not only did the AirTies STB meet all of our requirements, but it also impressed us with its unique visually appealing design. The AirTies STB has allowed us to price the MyWay™ service competitively against our Satellite television competitors, where volumes have already crossed 10 million in aggregate. More importantly, AirTies has lived up to the promise of excellent support and shown a flexible approach towards customizing the hardware and firmware for the specific eco-system deployment, network conditions and custom-developed user ...

[next page](#)

[Click here to view this article on one page.](#)

[Comment here](#)

[submit comment](#)

wca 2009

book a table

Offer extended:
Save 10%
before 31st August

don't miss out on the
global communications event
of the year

Most Read

- Friday Review: All aboard the app train
- TeliaSonera reveals content ambitions with multimedia deal
- Totally Trivial: Amour and abstinence
- Neil Montefiore to replace Terry Clontz as StarHub CEO
- Telco gear firms see better Q2
- Verizon unveils new FiOS TV features
- BT to repatriate India jobs back to UK
- Google Q2 net rises 19%, but revenue growth still slow
- Cisco moves ahead with more layoffs
- Google CFO sees profitable YouTube in not-too-distant future

BROADBAND

WORLD FORUM EUROPE

2009

200+

speakers

100+

exhibitors

40+

sessions

7

keynotes & plenary panels

3

days of programming

1

incomparable event

Subscribe



Join us on LinkedIn

AirTies offers STBs to Smart for IPTV service in India

Friday 17 July 2009 | 12:38 PM CET

Turkey-based mobile products developer AirTies has been chosen by Smart Digivision to provide its set-top boxes as part of its IPTV service, MyWay, offering Indian households an interactive IPTV experience. The service, which is being rolled out across 54 large cities across India including New Delhi and Mumbai, will provide Indian households with the choice of 150 TV channels as well as VoD films and DVDs and a range of interactive internet services such as music, gaming, education and e-commerce to allow them to watch programmes as and when they choose.

Smart Digivision will be deploying the IPTV service to over 3 million subscribers throughout India on the broadband networks of BSNL and MTNL. AirTies has created a customised version of its H.264 standard definition set-top box offering high quality video over low bandwidth. The STB supports low bit rate IPTV networks and plans are afoot to support for external USB disk based personal video recording and wireless video in future developments of the service.



Monday, 20 July 2009

search...

Go!



Home

About Us

Latest News

Features

R-100 Index

Newsdesk

Free Email Alerts

Wireless Business Review

Email
Alerts
Sign up



International PR Service

[Home](#) :: [Newsdesk](#) :: [Miscellaneous](#) :: [Indian IPTV operator rolls out AirTies STBs](#)

What new business models are emerging for Mobile Broadband and how should you deploy them?

Indian IPTV operator rolls out AirTies STBs



Friday, 17 July 2009

AirTies has been chosen by Smart Digivision to provide its set-top boxes (STBs) as part of its award winning IPTV service, MyWay, offering Indian households a high quality, interactive IPTV experience. The service, which is being rolled out across 54 large cities across India including New Delhi and Mumbai, will provide Indian households with the choice of 150 TV channels as well as Video on Demand (VoD) films and DVDs and a range of interactive internet services such as music, gaming, education and e-commerce to allow them to watch programmes as and when they choose. Smart Digivision will be deploying the IPTV service to over three million subscribers throughout India on the broadband networks of incumbent telco operators BSNL and MTNL. AirTies has created a customised version of its H.264 standard definition set-top box offering high quality video over low bandwidth at a very affordable price. The STB supports low bit rate IPTV networks and plans are afoot to support for external USB disk based personal video recording and wireless video in future developments of the service.

www.airties.com

< Prev

Next >

newsdesk

[benefit mobile operators](#)

[Sonus completes Bahamas network rollout](#)

[The challenges for the digital dividend](#)

[Telesat orders new satellite](#)

Ads by Google

[O2™ International SIM Card](#)

Save money and time, get 200 free minutes and 4 free O2™ SIM cards
shop.o2.co.uk/YourCoun