



## A study on the Market Acceptance of DTH in Patna with Special Reference to Tata Sky

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**Abstract :** *With the change in the government policy with regard to the regulation of the satellite channel, the entertainment industry has undergone a sea change. Now that the Direct To Home has been made compulsory for the reception of the signal from the satellite channel, more and more service providers have joined the bandwagon. The study attempts to analyze how the television viewers in Patna have accepted this change and what drives them to settle down for a particular Direct To Home service provider.*

**Key words:** *Direct To Home, Market Acceptance, Freebies, Market Position.*

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### Introduction :

DTH Service was first proposed in India in 1996. But it did not get approval because there were concerns about cultural invasion. In 1997 the government even imposed a ban when Rupert Murdoch-owned Indian Sky Broadcasting (Sky B) was about to launch its DTH services in India. Finally in 2000 DTH was allowed ([www.dishtv.com](http://www.dishtv.com)).

The development of the Direct to Home sector has experienced a major process of transformation in terms of its growth, technological content and market structure in the last decade.

India currently has 6 major DTH Service providers and a total of over 5 million subscriber households. Tata Sky is the main market share holder.

Tata Sky was launched in the year 2006. Tata Sky includes a number of HD Channels and interactive services.

Tata Sky is the most famous brand and occupies good reputation among the target customers. This is due to a strong brand image.