

Press Clipping

Publication : Business Line
Date : 19/08/2008
Edition : Mumbai
Page No : 5

Big TV set for launch today

Our Bureau

Mumbai, Aug. 18

Big TV, the direct-to-home (DTH) television venture of the Anil Dhirubhai Ambani Group, is all set to be formally launched on Tuesday.

With this service, customers can avail themselves of packages starting from around Rs 100 a month, in addition to the investments required for procuring a set-top box.

The company, which is spearheaded by Mr Arun Kapoor as CEO, is expected to invest Rs 2,050 crore in the next two years. It has already placed an order for 5 million boxes with vendors from Korea, China and Taiwan.

Big TV uses the MPEG-4 compression technology, which is known to provide DVD-like video and CD-like audio quality TV-viewing. Moreover, this technology will enable Big TV to provide up to 250 TV channels, which would be more than what any existing DTH operators provide. DD Direct, Zee's Dish TV, Tata Sky and Sun Direct are the existing players in the DTH space.

The Big TV service has been test run in homes of the ADAG group employees — with a 60-channel offering — for the last few months. Bharti Telemedia and Videocon's Bharat Business Broadcast Channel are the other companies that are expected to enter this space in the near future.