Anticipation & Advancement of DTH Service in Bangladesh

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ABSTRACT

DTH (Direct-To-Home) TV is one of the important inventions which created a revolution in the television industry by the grace of modern technology and achieving popularity day by day. The objective of the study was to analyze the advancement and to find the anticipation and impact of DTH service in Bangladesh. Primary and secondary data both were used in this research paper. The conducting period of this research was from April - August of 2021 surveying a questionnaire of 560 participants in both urban and rural areas of 8 divisions in Bangladesh. To analyze data and present the result simple statistical tools; pie-chart, bar diagram and tables were used. The findings revealed most of the users use DTH TV for its clear picture quality, payment through mobile banking & the promotional benefits of numerous HD channels. DTH providers should enhance their features and the level services with the updated technology.

Keywords: Bangladesh, DTH Service, Satellite, Technology.

I. INTRODUCTION

DTH represents Direct-To-Home television. DTH television service is a resource where people can enjoy the satellite TV programs through the satellite with an individual dish in his/her home. On the other hand, cable TV link, only the cable promoters can accept satellite programmers and then they disseminate programmers to the homes individually. The satellites which are utilized for this ground are geostationary satellites. The satellites squeeze the signals digitally and after encoding the signals they are transmitted from highly powerful geostationary satellites. They are perceived by the dishes which are provided to the DTH users by DTH suppliers. Actually, this satellite TV programmer’s technology is a direct broadcast satellite (DBS) technology. This technology was improved for providing more benefits and services over the cable TV distribution services locally ensuring higher graded satellite signals with more HD channels that is a revolution in the television industry.

In Bangladesh, most households have at least one TV and the only source of entertainment is enjoying TV programs. Globally, television is becoming the most influential media. Bangladeshis are also attracted by the television. In 2010, 83 percent of the households availed TV in metro areas. Also, people are more digitized with the influence of new technologies. They become satisfied with extra and update what they are enjoying usually. For this perspective DTH service can satisfy the people as DTH television ensures digital quality picture and sound accepting signals directly from the satellite.

DTH service is also very popular in our sub-continent countries like India & Pakistan. India launched DTH service in 2003. In Bangladesh RealVU, a core brand name that is a joint venture between Beximco Holdings Limited and General Satellite Group AG which is operated by Beximco Communication limited. For Bangladeshi users only RealVU provides the high-class TV viewing experience through its Direct to Home (DTH) satellite television service (Akash TV). It was high time Bangladeshi people introduced this kind of service to up to date their TV watching experience.

A. Working Procedure of Cable Television and DTH Service

Fig. 1. Working procedure of cable TV.
In early cable systems, antennas were installed with very long wires that connected their customers to the television sets. Since the signal from the antenna was weakened while traveling along the cable length, the amplifiers had to be inserted at regular intervals just to increase the signal strength of the suppliers and make it acceptable to view. According to Bill Wall, the technical director of the subscriber network at Scientific-Atlanta, a major manufacturer of instruments for cable television systems, said the limitations of these amplifiers were a significant problem for cable system designers over the next three decades. In a cable, you may need 30 or 40 amplifiers of the signal before reaching your house, about every 1,000 feet approximately\(^6\), Wall said. Wall also said, with amplifiers, you get noise and distortion and if the amplifiers fail, you lose the image. By then, they had also developed technology that only allowed them to add more programming to the service.

Early satellite TV viewers were a kind of explorer. They invented unique programming using their expensive S-band, then CB and DISH. Provider selects programs and broadcasts them to customers as a set package. Basically, the provider's goal is to bring many channels to the customer's television. Unlike previous programming, the provider's broadcast is totally digital, which suggests its high picture and stereo sound quality. Early satellite television broadcast on C-band radio in the 3.4-GHz to 7-GHz frequency range. There are four major components involved in a direct to home (DTH) system: the dish antenna, LNBF (Low Noise Block down converter Feedhorn), coaxial cable and set top box. The building of Direct to Home service includes satellite, broadcasting center, multiplexer, modulator, encoder, and receiver (Decryption).

II. LITERATURE REVIEW

The popularity and demands of DTH is expanding day by day among the consumers of television. One of the researches in 2010 showed that 46 percent of families have a television, with 76 percent of urban dwellers and 32 percent of rural ones. Compared to the figures of a media survey in 1995, the television ownership rate has been growing over the past fourteen years, with overall ownership of TVs around six times from 8 percent to 46 per cent. Most of them are using cable television. There are very few opportunities in Bangladesh to use the DTH service. According to Alom (2016) Beximco Communications Limited is the first DTH service provider in Bangladesh. It has also been making an effort to multiply the customer satisfaction grade and better modes of entertainment by providing up to date and demanding service to the customers.

As DTH service is a newly used service in the market, a small number of people are also using this service. Very few researchers have done the work. Among the few research papers some have shown the comparison between Cable Television and DTH service and customer satisfaction of DTH service. Manivannan & Rajan (2018) described in their study that most of the consumers prefer DTH service and are pleased with their DTH service suppliers which are parental control, EPG etc. All DTH companies are giving customer care service and most of them are providing this service in different languages. Soni & Mehta (2019) showed in his study that in comparison to Cable promoters, the DTH issues better advantages and more adaptability to the customers in terms of the number of channels they are watching willingly or not. Dheeraj Gandla (2013) depicted HDTV's higher resolution advantages and more adaptability to the customers in terms of different languages. Soni & Mehta (2019) showed in his study that in comparison to Cable promoters, the DTH issues better advantages and more adaptability to the customers in terms of different languages. HDTV also gives the opportunity of a higher quality digital audio signal than SDTV and assists up to six audio channels than the two channels supported previously.

Hamir & Korant (2019) depicted that the DTH industry is the most rapidly developing industry in India. There is a huge prosperity for a potential business in the DTH industry to grab this potential market and to keep growth sustainable due to the vigorous and advancing nature of the DTH industry. It should provide quality services to the people of the semi-urban and rural areas specially. Jayashree (2013) said that nowadays DTH service is one of the forms of entertainment conveying television. There are a number of available brands in DTH services used in the market. Different levels of...
customers are consuming the DTH services for uninterrupted networking. So, just for some instinctive and particular characteristics of DTH, it is an alternative to Cable Television which has made a revolutionary change in the source of entertainment through digitalization of TV.

III. OBJECTIVES OF THE STUDY

- The study was conducted all over the country, Bangladesh, with one objective after another:
- To analyze the advancement of DTH service in the context of Bangladesh.
- To find the anticipation and impact of DTH service in the market of Bangladesh.

IV. METHODOLOGY OF THE STUDY

Both primary and secondary information are analyzed in this study. Due to the lack of adequate published studies about DTH services, most of the studies have been based on preliminary data. A well-structured questionnaire was designed which contained some information about DTH service, Gender, Age, demographic coverage, Monthly income, Family size, Education level, Technological Advancement, promotional offers, and financial benefits of DTH service. Questionnaire link was sent to respondents using ‘Google form’ through Email, Whatsapp and Facebook messenger. A total of 560 participants sends complete information regarding this survey. Some simple statistical tools such as pie-chart, bar diagram and some tables have been used to analyze and present the result of collected data.

Bangladesh is a land of 8 divisions with 64 districts. In our study we have focused on each division, but we can collect data through our respondents from 41 districts and also from the outside of our main land (Chitmahal).

| TABLE I: RESPONDENTS SELECTION |
|---------------------------------|
| Division          | Study Area | Number of Respondents |
| Dhaka (146)       | Dhaka      | 87                    |
|                   | Narayanganj| 16                    |
|                   | Kishoreganj| 4                     |

| Division          | Study Area | Number of Respondents |
|-------------------|------------|-----------------------|
| Chattogram (124)  | Chattogram | 30                    |
|                   | Cumilla    | 21                    |
|                   | Chandpur   | 15                    |
|                   | Noakhali   | 19                    |
|                   | Brahmanbaria| 9                     |
|                   | Bandarban  | 12                    |
|                   | Rangamati  | 11                    |
|                   | Khagrachari| 7                     |
| Rajshahi (82)     | Rajshahi   | 24                    |
|                   | Sirajganj  | 15                    |
|                   | Naogaon    | 9                     |
|                   | Bogura     | 11                    |
|                   | Pabna      | 12                    |
|                   | Natore     | 11                    |
| Khulna (77)       | Khulna     | 21                    |
|                   | Jashore    | 14                    |
|                   | Narail     | 11                    |
| Sylhet (42)       | Sylhet     | 20                    |
|                   | Habiganj   | 14                    |
|                   | Sunamganj  | 8                     |
| Rangpur (23)      | Rangpur    | 11                    |
|                   | Panchagarh | 3                     |
|                   | Dinajpur   | 5                     |
|                   | Thakurgaon | 4                     |
| Mymensingh (14)   | Mymensingh | 8                     |
|                   | Jamalpur   | 3                     |
|                   | Netrokona  | 3                     |
| Others (Outside of border/Chitmahal) | 5 |
| Total             |           | 560                   |
C. Occupation
Most of the users of DTH are service holders which is 32.15% and only 19.64% of the respondents are home makers as well as businessmen and the rest are students (28.57%) who have used DTH service.

D. Education Level
Study showed that among the users of DTH service, about 39.29% of the respondents are graduates and only 3.57% of the respondents are below secondary level which indicates that DTH service is more popular among users who have completed higher education (Higher secondary and above).

E. Monthly Income
Most of the respondents who have used DTH service are in the income level of below 20000 tk which is 30.36%.

F. Family Size
Study showed that the family size of most of the DTH service users consist of 3 to 4 members which is 51.79% and only 1.79% users of DTH service consist of more than 10 members in their family.

G. Coverage of Area
Fig. 11 showed that 55.36% users of DTH service are from urban area; 22.32% users are from rural area; 16.07% users are from semi-rural area; 5.36% users are from hill district and only 0.89% users are from outside of the mainland of Bangladesh (Chitmahal).

H. Types of TV to Be Used
Study showed that 50% of the users (280 respondents) of DTH service have used Smart or android TV because by using the smart and android TV, users have got the best picture quality of DTH service which encourage them to use or buy smart and android TV for DTH connection.
I. Technological Advancement over Cable Operator

Studies showed that about 77% of respondents prefer the technological advancement of clear picture quality rather than other technological advancements.

![Graph showing technological advancement over cable operator](image)

Fig. 13. Technological advancement over cable operator.

J. Opinion about Financial Benefits of DTH over Cable Operator

In this study we can see that 64% of respondents prefer the feature of payment through mobile banking rather than the other features of financial benefits.

![Bar chart showing opinion about financial benefits of DTH over cable operator](image)

Fig. 14. Opinion about Financial Benefits of DTH over Cable operator.

K. Opinion about Promotional Benefits of DTH over Cable Operator

Fig. 15 showed that most of the users of DTH service (84%) prefer the promotional benefits of numerous HD channels.

![Bar chart showing opinion about promotional benefits of DTH over cable operator](image)

Fig. 15. Opinion about promotional benefits of DTH over cable operator.

VI. RECOMMENDATIONS & CONCLUSIONS

Now the television viewers use the modern technology by which they can enjoy the numerous higher definition channels by using satellite signals with a dish on their own house. The dish is set up on the balcony or roof top of the DTH users house paired with a set up box to decode the signals from satellites. DTH has become more popular for high definition (HD) channels and the choice of consumers for selecting their favourite channels and paying only for those channels which they have subscribed to.

We conclude that the DTH industry is the fastest growing developed industry in Bangladesh. Due to the dynamic and developing nature of the DTH industry, there is a special opportunity for new entrepreneurs in the DTH industry to introduce the modern technology to the television users of Bangladesh and confront this newly developed technology and maintain stable growth, especially to provide better services to the semi-urban and rural customers. According to Hamir & Korant (2019), with the existing anticipation in the area, companies need to differentiate not only in the price level but also the quality of service. Customers expected better services so DTH (direct to home) providers must provide the best services. Today in a highly competitive market, companies have to differentiate their products not only in the price level but also in some technological and financial context. DTH service providers are introducing a new era in payment mode where customers are paying their subscription not only in cash but also through mobile banking or debit and credit card. By owning a DTH the customer not only gets clear picture quality, huge number of channels and sound clearance but also, they avail live pause, live record, scheduled record, and protection from thunderstorms. Many more facilities are coming in the upcoming future. So, to exist in the minds of existing and potential users, DTH providers should not only enhance their features but also enhance their level of advancement to contend with updated technology.

CONFLICT OF INTEREST

Authors declare that they do not have any conflict of interest.

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