Role of Stake Holders in Digital Eco System

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Digital India
A programme to transform India into digital empowered society and knowledge economy
9 Pillars of Digital India

- Broadband Highways
- Public Internet Access Programme
- Information for everyone
- Early Harvest Programmes
- Universal Access to Phones
- IT for Jobs
  Electronic Delivery of Services
- eKranti
  Electronic Delivery of Services
- E-Governance
  Reforming Government through Technology
- Electronic Manufacturing
  Target NET ZERO Import
Digital Potential of India

As per a World Bank report:

- “10% increase in broadband penetration (in India) can lead to a 1.4% increase in GDP”, making Internet important for enhancing the growth of the economy.
Cable TV Digitization in-step with Nation Building – Digital India

- Enhanced picture & sound quality
- Large number of channels to choose from for subscriber
- Value Added Services like HD, VOD, games, pay per view, broadband etc.
- Transparency & Parity for All
- Increased Monetization for All
- Freeing up of Analog Spectrum
## What is required?

| Remove Uncertainty | Investments from MSO’s for  
|--------------------|--------------------------------|
|                   | • Digitization in Headend  
| Infrastructure Platforms to  
| take bandwidth to remote  
| locations at cheaper cost  
| • Encryption  
| • Subscriber Management System  
| • LCO Management System  
| • Set Top Boxes  

| Ensure compliance of quality of service and other regulations of TRAI | Need to spread Broadband through Cable TV Infrastructure | Keep LCOs educated with latest technologies in the industry |
Thank You

Taking India Forward!
References

- http://www.digitalindia.gov.in/content/programme-pillars