

NAGRAVISION, Samsung, and DishTV India Revolutionize Subscriber Access to Satellite Content with TVKey Cloud

CLIENT



COUNTRY India

SOLUTION TVKey Cloud

DishTV India, a leading content distribution company in India's direct-to-home (DTH) television market, partnered with NAGRAVISION and Samsung to launch an innovative Direct-to-TV service using TVKey Cloud. DishTV became the first DTH operator in India to provide secure satellite content directly on Samsung Connected TVs, eliminating the need for a set-top box.

Opportunity: DishTV sought to reduce the costs associated with new customer acquisition while aligning with the Indian government's initiative to integrate DTH tuners into every TV by 2025. The challenge was to provide a seamless, secure viewing experience without requiring additional hardware, while ensuring the highest level of content protection and maintaining brand visibility for DishTV.

Collaboration: DishTV utilized TVKey Cloud, a solution developed by NAGRAVISION and Samsung, available on Samsung Connected TVs, to revolutionize how subscribers access secure satellite content. By eliminating the set-top box, DishTV offers a clutter-free, secure, and convenient solution for its customers, ensuring premium content protection through TVKey Cloud's unique on-chip security. The partnership not only the customer experience but also reduces total cost of ownership for DishTV.

Benefits:

- DishTV offers a seamless, direct-to-TV experience on Samsung Connected TVs without set-top boxes.
- Eliminates the need for hardware, reducing customer acquisition costs, and ensures compliance with regulatory requirements.
- TVKey Cloud's on-chip security ensures top-tier content protection.
- DishTV plans to expand the service to other TV manufacturers to reach more customers.



With the launch of TVKey Cloud, DishTV is setting a new standard in the Indian DTH market, offering our customers a seamless, secure, and convenient viewing experience directly on their Samsung Connected TVs. This solution aligns perfectly with our long-term vision and the evolving preferences of our consumers for integrated, clutter-free entertainment, while allowing us to benefit from industry-leading content security and reduced total cost of ownership.

Manoj Dobhal
DishTV India Limited, CEO and Executive Director

Value Delivered



Revolutionizing Customer Experience

DishTV India now delivers a direct-to-TV solution that makes entertainment simpler and more accessible for subscribers. By removing the need for a set-top box, customers can enjoy a streamlined experience with secure, high-quality content directly on their Samsung Connected TVs.



Cutting Costs, Enhancing Security

TVKey Cloud offers DishTV a cost-effective solution by eliminating physical hardware. The integrated, secure platform ensures that DishTV's content is protected at the highest level, meeting both regulatory demands and subscriber expectations.



Preparing for the Future

This collaboration demonstrates DishTV's leadership in the DTH market and its commitment to innovation. With plans to extend the service to other TV manufacturers, DishTV is positioned to capitalize on the growing demand for integrated, secure entertainment solutions.