

## DishTV to Deploy Newtec Technology to Achieve Significant Efficiency Gains across Indian Market



**NOIDA, India, and SINT-NIKLAAS, Belgium, 1 February 2019** – [Newtec](#), a specialist in the design, development and manufacture of equipment for satellite communications, is providing its [M6100 Broadcast Satellite Modulator](#) to enhance efficiency on DishTV's Direct-to-Home (DTH) platform. DishTV is the largest DTH service provider in India and the world's largest single-country DTH company. The M6100 is part of a wider upgrade that will enable a next-generation viewing experience for its customers. The modulators will provide DishTV with significant cost efficiencies through better bandwidth utilization.

DishTV has recently decided to upgrade and expand its entire headend platform with the global media technology leader MediaKind in order to meet rising demand for a more immersive TV experience. This enables the company to deliver both traditional and multi-screen services from a single platform to its 23.5 million subscriber base.

Newtec's certified business partner Horizon Broadcast LLP will provide the Newtec modulators which will deliver advanced, future-proof technology to DishTV. Newtec has a long-term and trusted partnership with Horizon Broadcast and has provided its extensive range of equipment to DTH broadcasters in India, enabling them to maximize throughput in a country where bandwidth is limited.

Use of the Newtec modulator will result in reduced Operational Expenditure (OpEx) and improved total cost of ownership. The bandwidth savings generated by Newtec's technology will enable DishTV to add more channels, improve picture quality, improve availability and to increase its footprint across the vast Indian market.

*"As the largest DTH service provider in India, our aim is to provide the best services to our customers," said V.K. Gupta, CTO at DishTV India Limited. "Technology and back-end infrastructure play a crucial role in providing a distinctive customer experience. With the adaptation of Newtec satellite communication technology, we have taken one more step to advance our existing infrastructure and technology. Newtec, with its high reliability and efficiency, will enable us to optimize the available bandwidth to its core, ensuring we can deliver high quality services consistently across the country."*

*“When DishTV approached us with its upgrade requirements, Newtec’s proven heritage and innovative technology was evident,” said **Sven Bolthausen, SVP APAC Sales at MediaKind.** “It was very important that we enabled DishTV to maximize the potential of its DTH network both today and into the future. Deployment of our state-of-the-art AVP 4000 system together with Newtec’s forward-thinking technology will ensure that DishTV can deliver the immersive services it wants to offer to its customers.”*

*“We have built a very long-term and close relationship with Newtec over the years,” said **Kuldeep Kaul, Director, CEO, at Horizon Broadcast.** “As a result, we know the capabilities of the technology and the huge difference it makes to DTH broadcasting in India. Bandwidth is precious, and broadcasters rely upon a failsafe solution that gets the most out of the available bandwidth. Newtec delivers this, and much more for the future.”*

*“DishTV was looking for reliability and efficiency and, in selecting Newtec, it got just that,” said **Satish Pujari, Sales Director, Indian Subcontinent and Brunei, at Newtec.** “By implementing Newtec’s M6100 Broadcast Satellite Modulators, DishTV will benefit from Newtec’s long track record of reliability and efficiency that will continue to deliver as the company’s requirements evolve. With technology upgrades such as our Equalink® 3 pre-distortion technology, the performance improvement represents up to an additional 10% of data traffic on the same satellite capacity. With Newtec, DishTV can be confident that it is optimizing usage of its overall space segment.”*

The latest generation M6100 Broadcast Satellite Modulator was designed and built from the ground up for multimedia contribution, broadcast DTH and primary distribution to head-ends and towers. It supports the latest and most efficient DVB-S2X standard and features the highest system reliability and service uptime due to its robust design and redundancy solutions. It also features Newtec’s industry-leading Clean Channel Technology®, Equalink and its multi-service capabilities support the transport of today’s and tomorrow’s services.

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## About Newtec

Newtec, [www.newtec.eu](http://www.newtec.eu), is specialized in designing, developing and manufacturing equipment and technologies for satellite communications. As a pioneer in the industry, Newtec is dedicated to creating new possibilities for the broadcast, consumer and enterprise VSAT, government, cellular backhaul and trunking and mobility, offshore and maritime markets. Our products and technologies can be applied in a wide range of single and multiservice applications from DTH broadcasting, video contribution and distribution and disaster recovery and backbones for cellular backhauling, to small and medium enterprises, SCADA and oil and gas networks, aircrafts and vessels.

Since 1985, our dedicated team of specialists has set industry standards with the most efficient, scalable and economical technology solutions. New challenges and customer needs offer opportunities to explore new boundaries. This empowers us to work even harder, helping customers to perform their best so that, together, we can make the world a safer, more informed and connected place. As a result, more than 3 billion people watch TV every day thanks to Newtec technology.

Newtec is a European company headquartered in Sint-Niklaas, Belgium. Through additional commercial offices in Dubai (UAE), Singapore, Beijing (China), Sao Paulo (Brazil) and Stamford, CT (USA) as well as an extensive network of over 100 certified partners, Newtec can meet customer's needs worldwide.

### About MediaKind

MediaKind, [www.mediakind.com](http://www.mediakind.com), is the new identity for Ericsson's Media Solutions business. Our mission is to lead the future of global media technology and be the first choice for service providers, operators, content owners and broadcasters looking to create and deliver immersive media experiences. Drawing on our longstanding industry heritage, we are driving next-generation live and on-demand, mobile and multiscreen media experiences for everyone, everywhere. Our wide-ranging, end-to-end portfolio of video delivery solutions include: Emmy award-winning video compression solutions for contribution and direct-to-consumer video service distribution; advertising and content personalization solutions; high efficiency cloud DVR; and TV and video delivery platforms.

### About Horizon Broadcast

Horizon Broadcast LLP, <http://www.horizonind.org/>, is one of the India's leading Broadcast, and have diversified Aviation solution(Civil and defense), Solar power systems ,Transportation infrastructure, Telecom/Railways signaling service provider Company, with tendencies in Design, Implementation, and Supports & Services, committed to delivering reliable and quality products. Horizon Broadcast LLP fights to maintain greater standards of efficiency in its processes.

Horizon Broadcast LLP combines the right people, skills, and technologies to help deliver superior systems. We strongly recognize and reward high performance, and we give our employees the opportunity to work with the best technologies and projects and offering competitive pay, benefits and compensation and the right exposure.

### About DishTV India Limited (DishTV)

Dish TV India Limited, [www.dishtv.in](http://www.dishtv.in), is India's largest direct-to-home (DTH) Company with a subscriber base of more than 23.5 million. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including NSS-6, SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1350 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 709 channels & services including 31 audio channels and 70 HD channels & services. The Company has a vast distribution network of over 4,000 distributors & around 400,000 dealers that span across 9,450 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call centres that are spread across 22 cities and are equipped to handle customer queries 24X7 in 12 different languages.