

DTH PRE-LAUNCH ESSENTIALS

1 Research



Thoroughly research all local regulatory requirements, especially those related to licensing, taxes, and any compliance or bylaws that your service will need to follow

2 Business model



Select the business model (FTA, FTV, or Pay-TV) that best suits the market, taking into account content availability, demographic factors, and long-term business plans

3 Partnership



Partner with local and international broadcast resources to obtain programming that will resonate with your potential audience

4 Equipment



Make sure that all customer equipment (satellite dish, set-top box, LNB) is easily accessible and locally sourced where possible to lower costs

5 Culture



Consider the impact of social and cultural factors when introducing a new service, and adjust your marketing accordingly

6 Marketing



Use the research and relationships from the DTH setup process to create effective marketing and branding campaigns

7 Functionality



Ensure the future functionality of your service by using components that will last at least five years

8 People



Get to know the local network of technicians and salespeople—they are essential, and they'll be dealing with your customers every day

9 Installation



Use the installation process as a marketing opportunity by ensuring that technicians are professional and thorough

10 Warranty



Have a full warranty, be clear from the start what it is, and understand who will have responsibility for the different parts should it be activated

11 Cost



Make sure all distribution channels are optimised for your costs and the end-user experience