

NDS Customer Case Study

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Established in 1995, Hathway Cable and Datacom Ltd is one of the fastest growing cable MSOs in India. They provide quality cable services in 14 cities with fiber optic backbone across the networks and state-of-the-art distribution infrastructure. Hathway has established a reputation for being at the forefront of adopting new technologies and has a history of firsts in the Indian cable TV market. It was the first cable TV operator to go digital, the first to implement a middleware solution and customised Electronic Programme Guide (EPG), and is now the first to launch a Digital Video Recorder (DVR) solution.

India's leading digital cable TV operator

- 1995: Hathway launches analog cable TV services
- 2003: Launches India's first digital cable TV service
- 2007: Launches interactive TV applications and a games portal
- 2009: Launches India's first digital cable DVR
- 2010: Hathway IPO to expand its digital cable TV business and is the first to cross the 1 million digital subscribers mark in India's cable industry

NDS solutions used

NDS end-to-end solutions extend Hathway's technological lead in the provision of innovative TV services both now and in the future.

Conditional Access: NDS VideoGuard® conditional access was introduced when the government mandated deployment of Conditional Access Solutions (CAS) beginning in 2003.

Set-top box software: MediaHighway® enables Hathway to offer advanced services and more subscriber control.

DVR: NDS XTV™ DVR lets Hathway subscribers pause-live TV and record, play back, rewind, and fast forward the recorded content for viewing when they choose. It also enables Hathway to deliver a compelling combination of broadcast and on-demand digital television.

EPG: The NDS EPG guides viewers to programmes and synopsis information without disrupting the programme they are watching. It also features programme reservations and reminders for future shows, favorite channels, parental controls, and information banners.

Interactive: NDS Interactive solutions were deployed by Hathway in order to launch a games portal and an interactive music channel. They now provide the foundation for Hathway to introduce new interactive TV services in the future.



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More content and services

Hathway offers a choice of more than 150 channels. Packages range from 22-34 channels including a variety of news, entertainment, movies, sports, children's programming, and music.

Their digital pay-TV service has been launched in Ahmedabad, Bangalore, Baroda, Bhopal, Chennai, Hyderabad, Indore, Jaipur, Mumbai, New Delhi, Pune, and Surat.

Hathway has three main services areas:

Cable TV: Provided in more than 14 cities across India.

Digital cable TV: Hathway is the largest Indian MSO to roll out digital cable.

Broadband Internet: Hathway is India's largest cable broadband Internet service provider (ISP).

Content: Hathway has also launched 3 network channels for its subscribers. Cine Channel (CCC) is a movie-based entertainment channel that caters to audiences across the board. C-News, as the name suggests, is a dedicated news channel. Local news capsules and live telecasts form a large part of its programming. ITV is a unique dial-in interactive music channel. People can call in and pick the song of their choice from a wide list of genres and album choices.

Sustained success through innovation

By deploying NDS technologies, Hathway has placed itself at the forefront of the Indian pay-TV sector. It is the leading cable pay-TV operator with over 8,000,000 subscribers to date (7,000,000 analogue and 1,000,000 digital). NDS has also helped Hathway adopt new technologies and next generation services such as interactive TV and DVR. This enables them to offer an exceptional viewing experience while taking the initial steps toward a fully converged service.



“Time to market is critical, so we selected NDS for its proven ability to deploy end-to-end systems. We have chosen NDS conditional access because it is the most secure system for deployment of digital and pay-TV systems. It will also provide advanced functionality so that we can deploy new services for the benefit of our subscribers in the future.”

*Mr. K. Jayaraman, Managing Director & CEO,
Hathway Cable & Datacom Private Limited*