

## ABBREVIATIONS

	ARPU	Average Revenue Per User
	BECIL	Broadcasting Engineering Consultants India Limited
	CAGR	Compound Annual Growth Rate
	CAS	Conditional Access System
	C & S	Cable and satellite
	DAS	Digital Addressable System
	DTH	Direct to Home
	EPG	Electronic Programme Guide
	FDI	Foreign Direct Investment
	FTA	Free to Air
	HDTV	High Definition Television
	IPTV	Internet Protocol Television
	LCO	Local Cable Operator
	MIB	Ministry of Information and Broadcasting
	MSO	Multi System Operator
	M & E	Media and Entertainment
	QoS	Quality of Service
	TRAI	Telecom Regulatory Authority of India
	TRP	Television Rating Point
	TV	Television