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Pertemuan 5

TELECOMMUNICATION INDUSTRY



universitas
MALIKUSSALEH

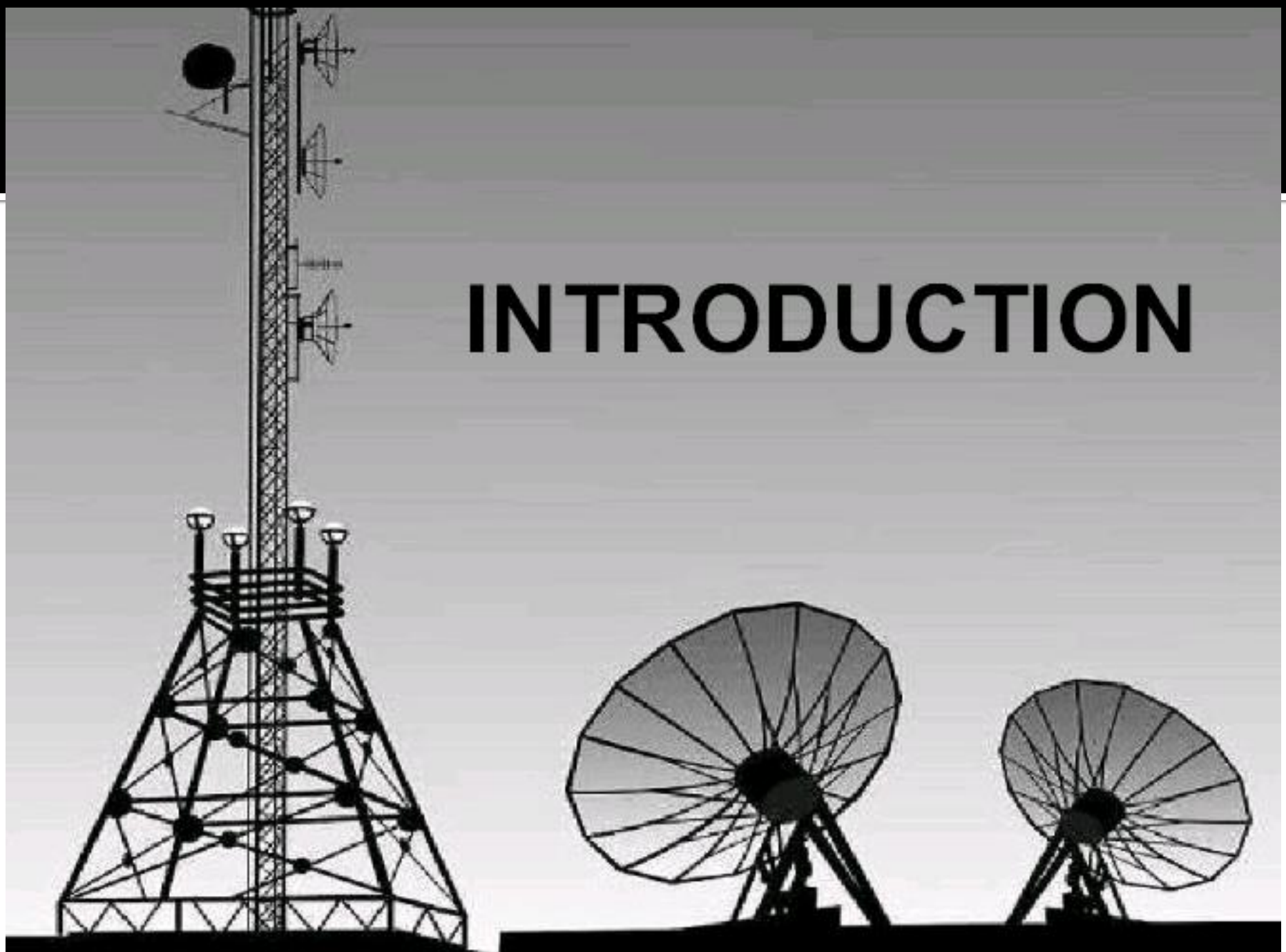


TELECOMMUNICATION INDUSTRY

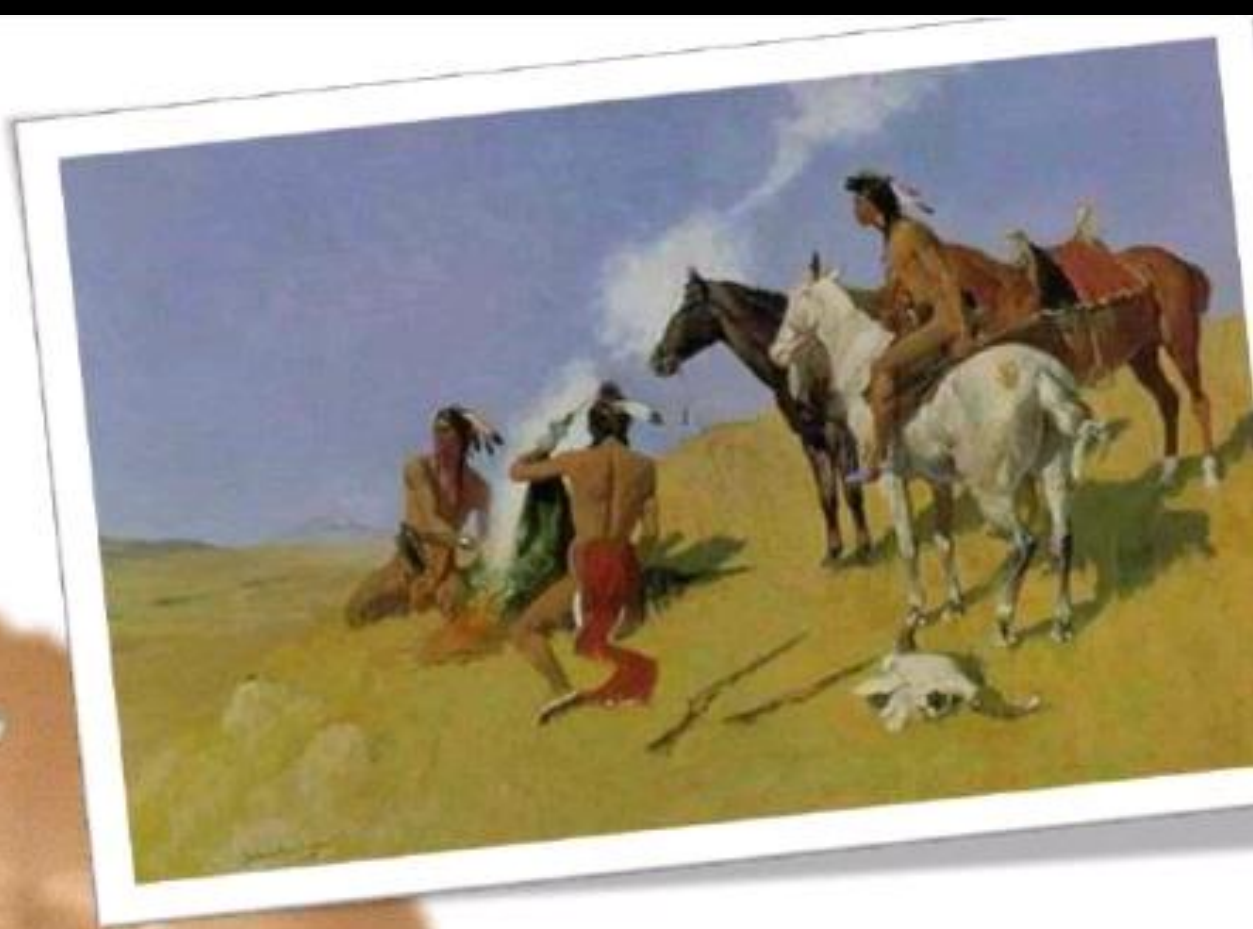


- **Submitted To: Mr. Sanjay Ghosh**
- **Submitted By: Vikas Rajput (39)**

INTRODUCTION



Smoke Signals



Telecommunication is a term coming from Greek and its meaning 'communication at distance' through different signals.

selma



1851 → First operational land lines were laid by the government near Calcutta

1881 → Telephone services introduced in India

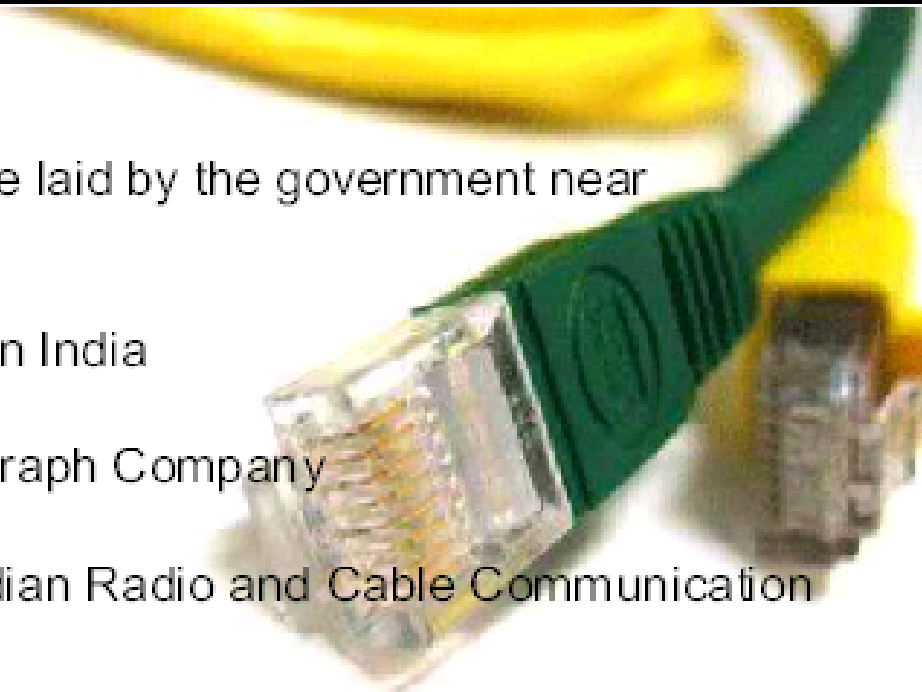
1923 → Formation of Indian radio Telegraph Company

1932 → Merger of ETC and IRT into Indian Radio and Cable Communication Company

1947 → Nationalization of all foreign telecommunication companies to form the posts, telephone and telegraph, a monopoly run by the government's ministry of communications

1986 → Conversion of dot into two wholly government – owned companies the VSNL for international telecommunication and MTNL for services in metropolitan areas

1997 → Telecom regulatory authority created



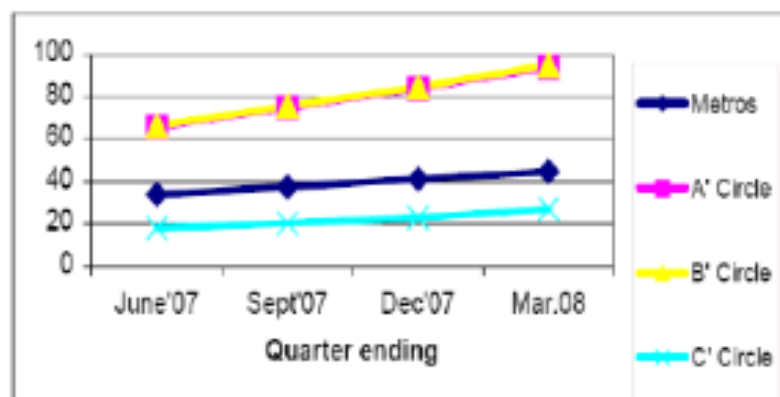
- The Indian Telecom sector is second largest network in the world.
- Subscriber numbers already crossed 350 million.
- Average growth rate of over 40% in respect of subscribers.
- Monthly additions of above 7 million phones.
- Growth impetus from wireless segment with 84% wireless and 16% wired.
- Further access is provided by 54 lakh PCOs and 5 lakh VPTs.
- 9 million Internet and 2.5 million broadband subscribers.
- More than a thousand cities have been provided with broadband connectivity out a total of five thousand cities



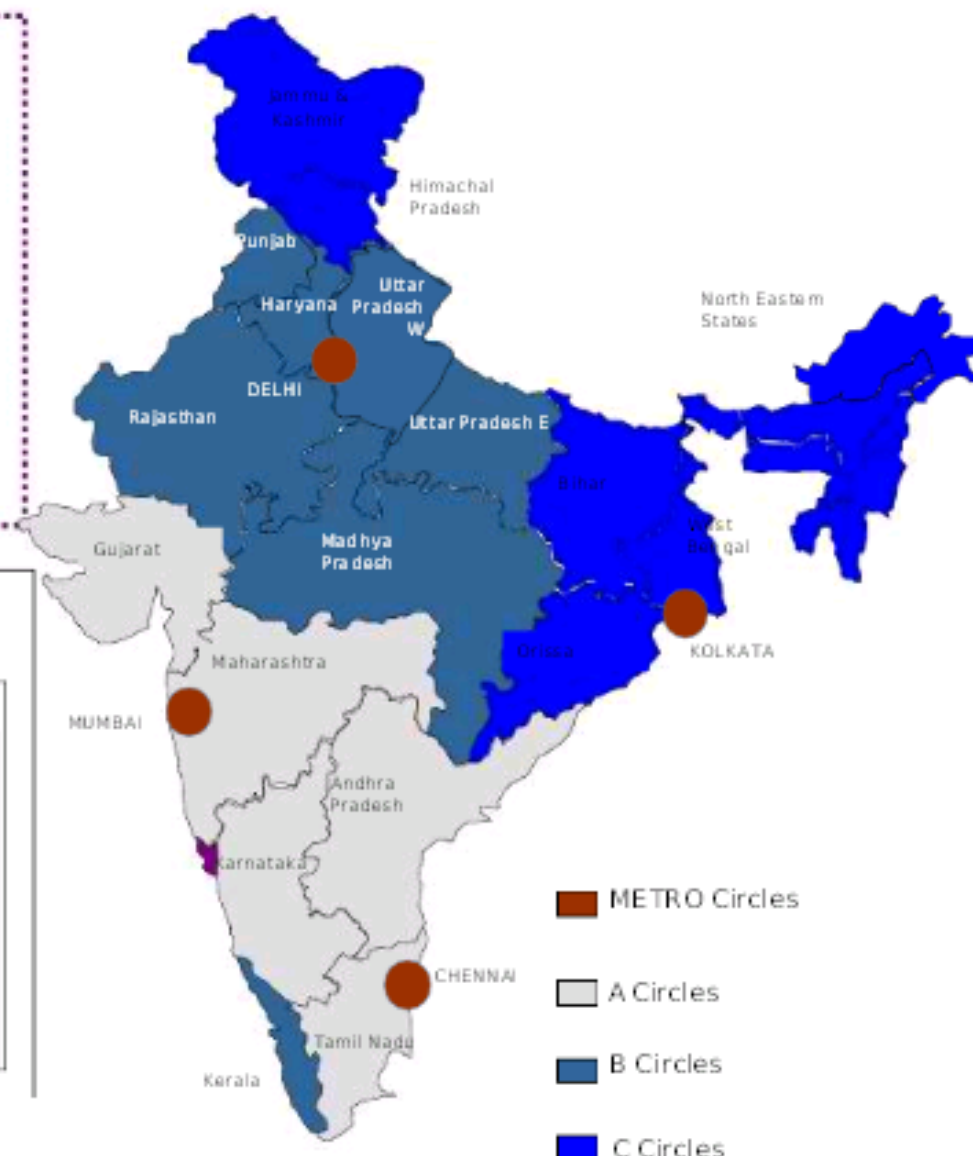
Market Structure for Wireless Service (GSM)

- **Divided into 22 circles**
 - 4 metros
 - 19 circles
 - Further divided into A, B and C category based on economic parameters and revenue potential
- Each circle has a licenses
 - Four operators per circle are allowed
 - Licenses are saleable

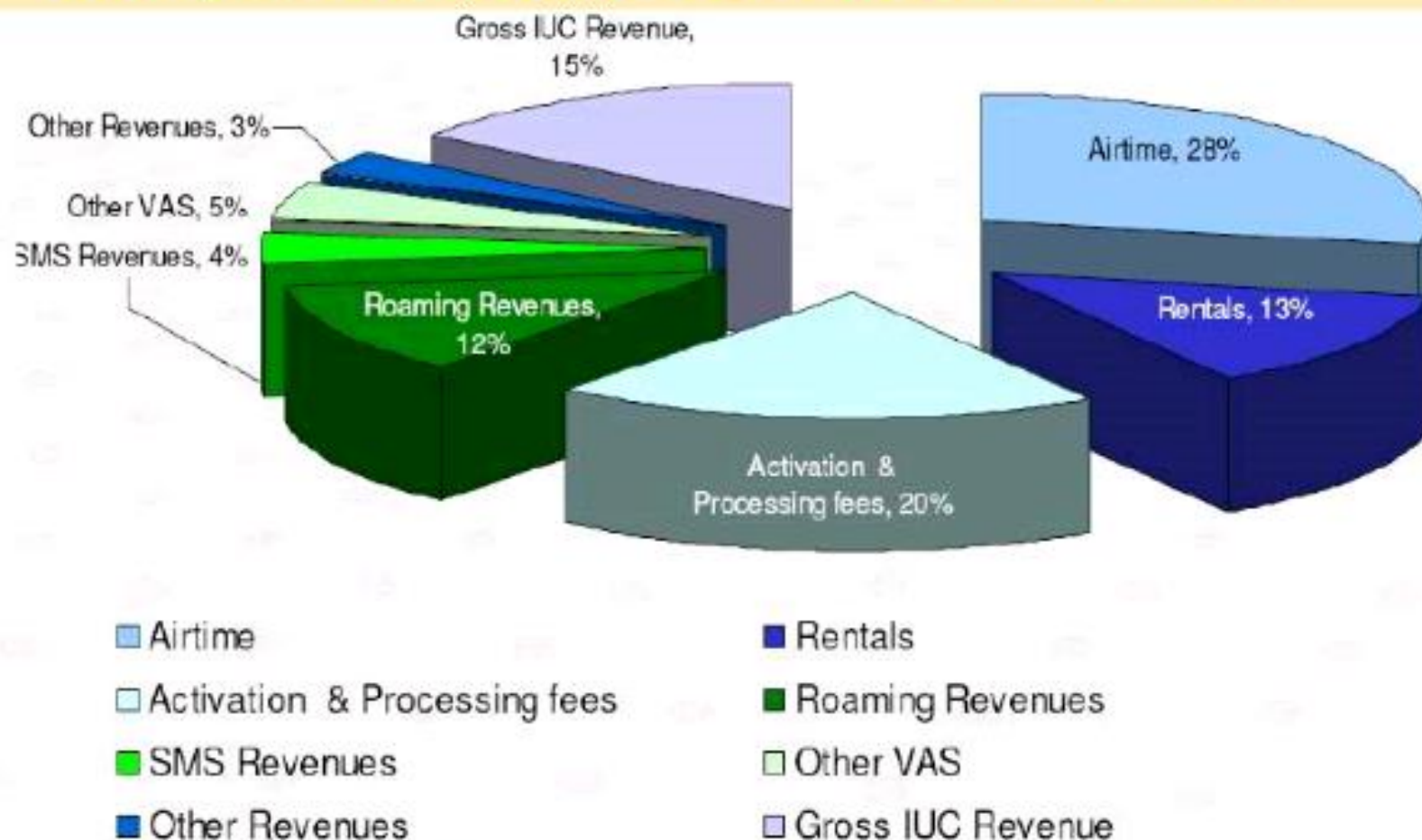
Growth Trend of Wireless Subscribers



Source : COAI & TRAI



Composition Of Net Service Revenues



Roaming Revenues 12%; SMS Revenues 4%; Other VAS 5%

USERS OF TELECOM INDUSTRY

MOBILE A BASIC NEED FOR ALL!

A PERSONAL
NUMBER IS
DIALED.

CALLER PARTY
COULD BE AT/IN

CAN BE REACHED
USING ANY ONE OF
THE FOLLOWING



AIR



TRUCK



SEA



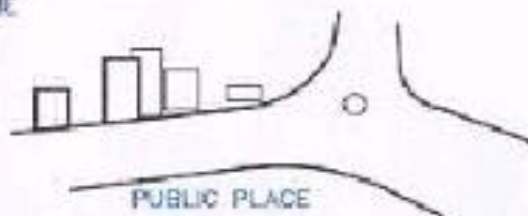
TRANSIT



HOME



OFFICE



PUBLIC PLACE

	PAPER
	CELLULAR TELEPHONE
	OFFICE/HOME FIXED WIRELINE TELEPHONE
	OFFICE/HOME CORDLESS TELEPHONE
	FAX
	SKY PHONE/SATELLITE PCS-PHONE

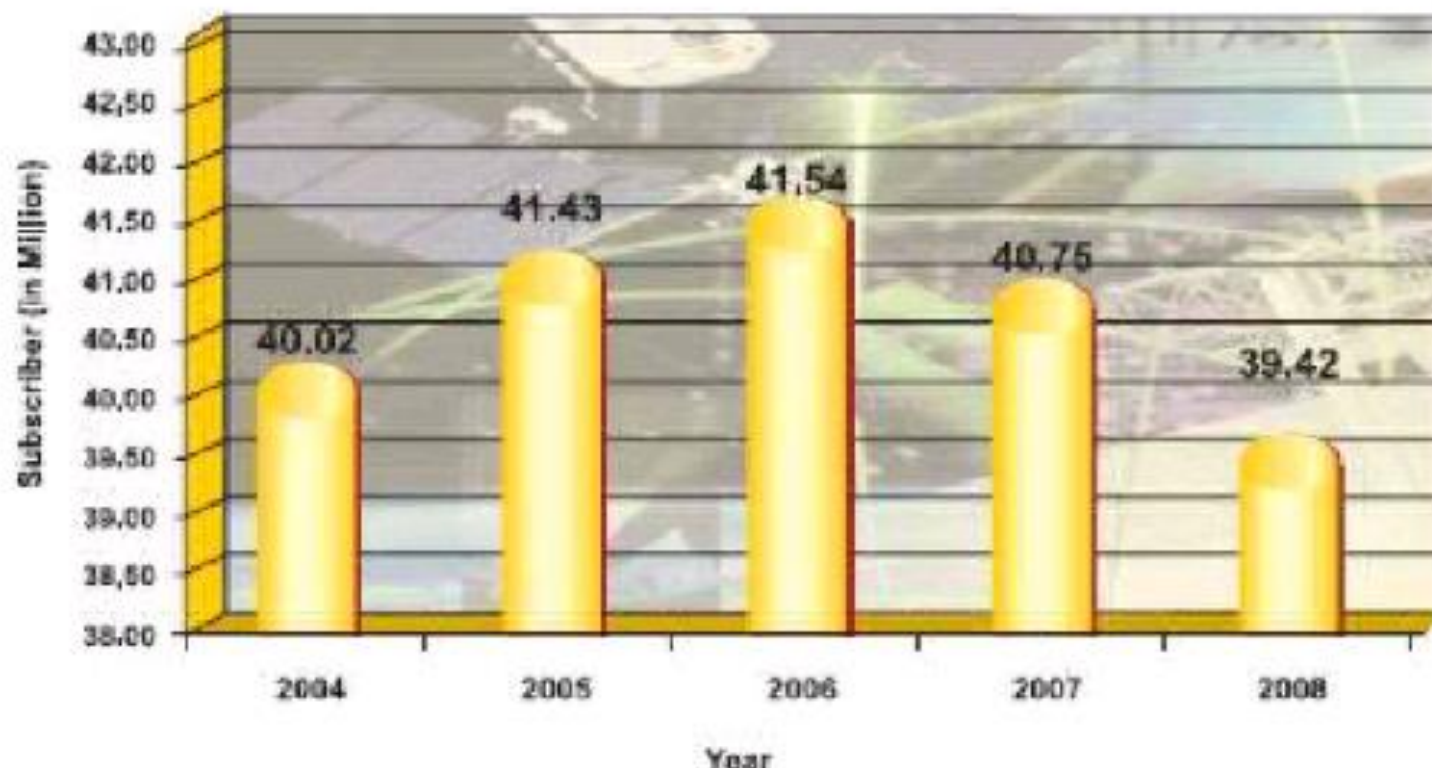
A PERSONAL COMMUNICATION SERVICE SCENARIO WITH EVERY
POSSIBLE DEGREE OF FREEDOM



MARKET SEGMENTATION OF TELECOMMUNICATIO

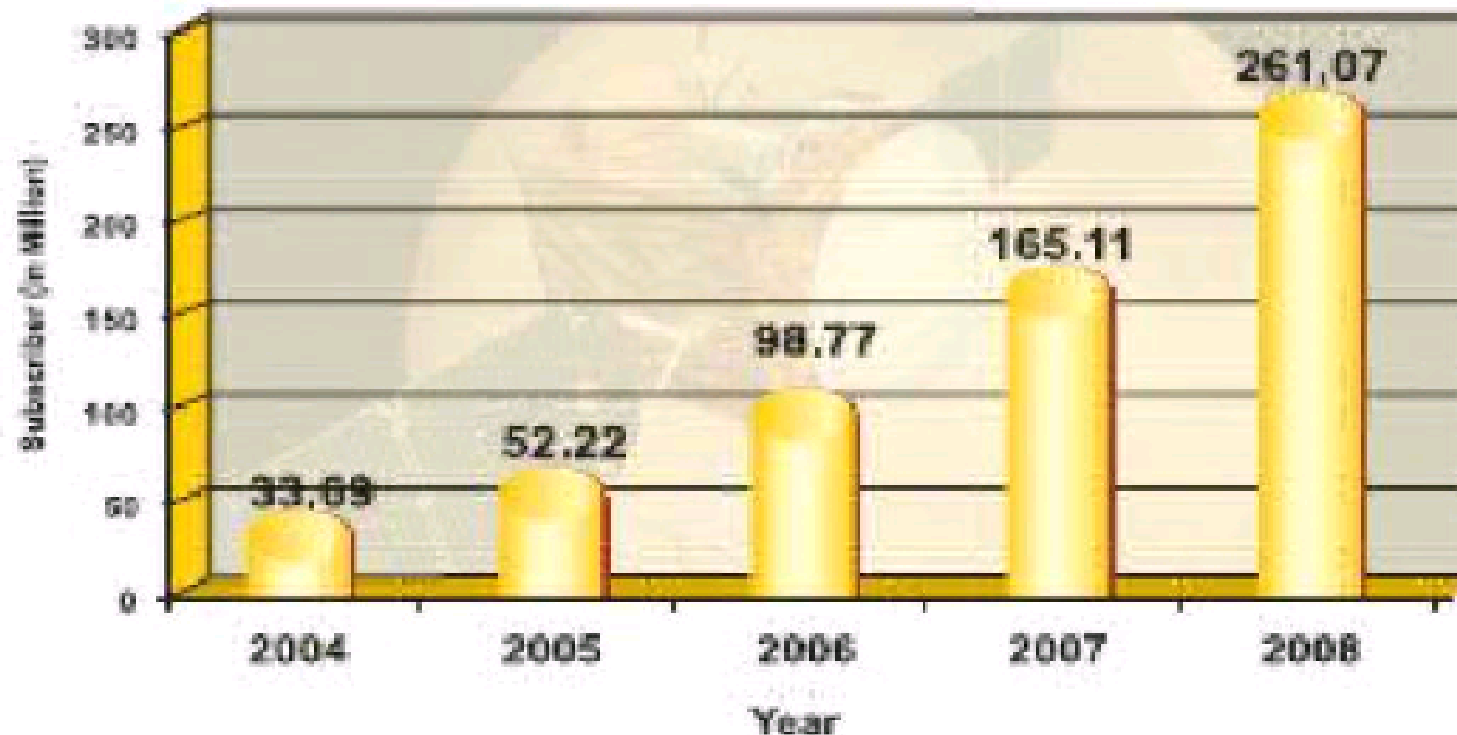
Wire line Subscriber

The subscriber base of Wire line services as on 31st March 2008 was 39.42 million as compared to 40.75 million subscribers on 31st March, 2007 registering a decrease of 1.33 million subscribers during the year 2007-08. Out of the 39.42 million wire line subscribers, 27.78 million are Urban wire line subscribers and 11.64 million Rural Subscribers.



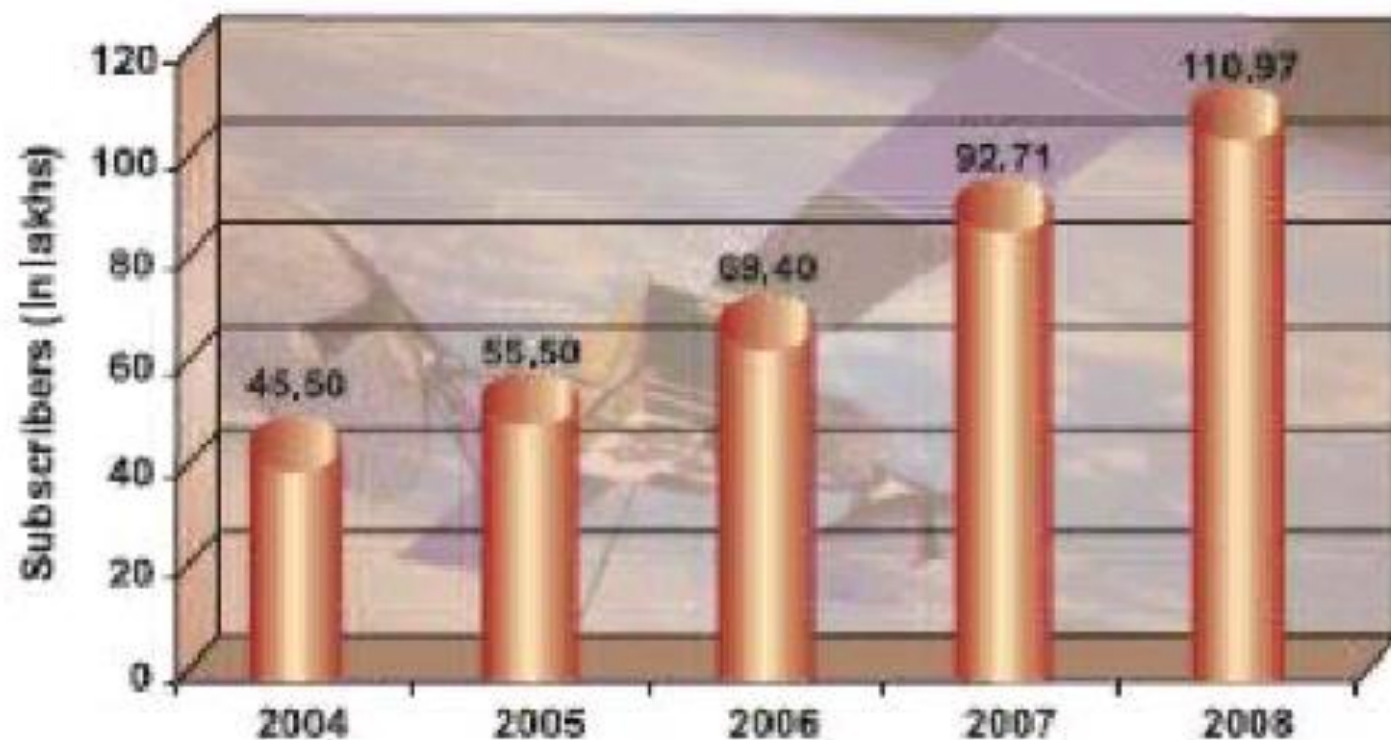
Wireless Subscriber

The wireless subscriber crossed the 261 million subscriber mark at the end of the financial year in comparison to the subscriber base of 165.11 million at the end of March, 2007. It added 95.9 million subscribers in the financial year 2007-08 registering an annual growth rate of about 58.12%. The total subscriber base of wireless services has grown from 33.69 million in March, 04 to 261.07 million in March, 08.



Internet Subscriber

The Internet subscriber base in the country as of 31st March 2008 stood at 11.09 million as compared to 9.27 million during the previous year, registering an annual growth rate of about 19.63%.



Cable TV Service



- At present, as per latest estimates there are 112 million households in India having television sets.
- Out of this, there are 71 million household subscribers of cable television services.

DTH Services

Apart from Free-to-Air DTH service of Doordarshan, there were six private DTH licensees and out of these six licensees, only three licensees are offering paid DTH Service to customers as on 31st March 2008. The following are the six private DTH licensees:

1. Dish TV
2. Tata Sky Limited
3. Sun Direct TV Private Limited
4. Reliance Blue Magic Limited
5. Bharati Telemedia Limited
6. Bharat Business Channel Limited



FM Radio / Community Radio Service

Apart from FM Radio Stations of All India Radio (AIR), there are 325 private FM Radio Stations in operation across the country as on 31st March 2009. For the quarter ending March 2009 out of 49 licensees of Community Radio Stations, 35 Stations are in operation



RADIO MIRCHI
It's hot!



COMPANY ANALYSIS

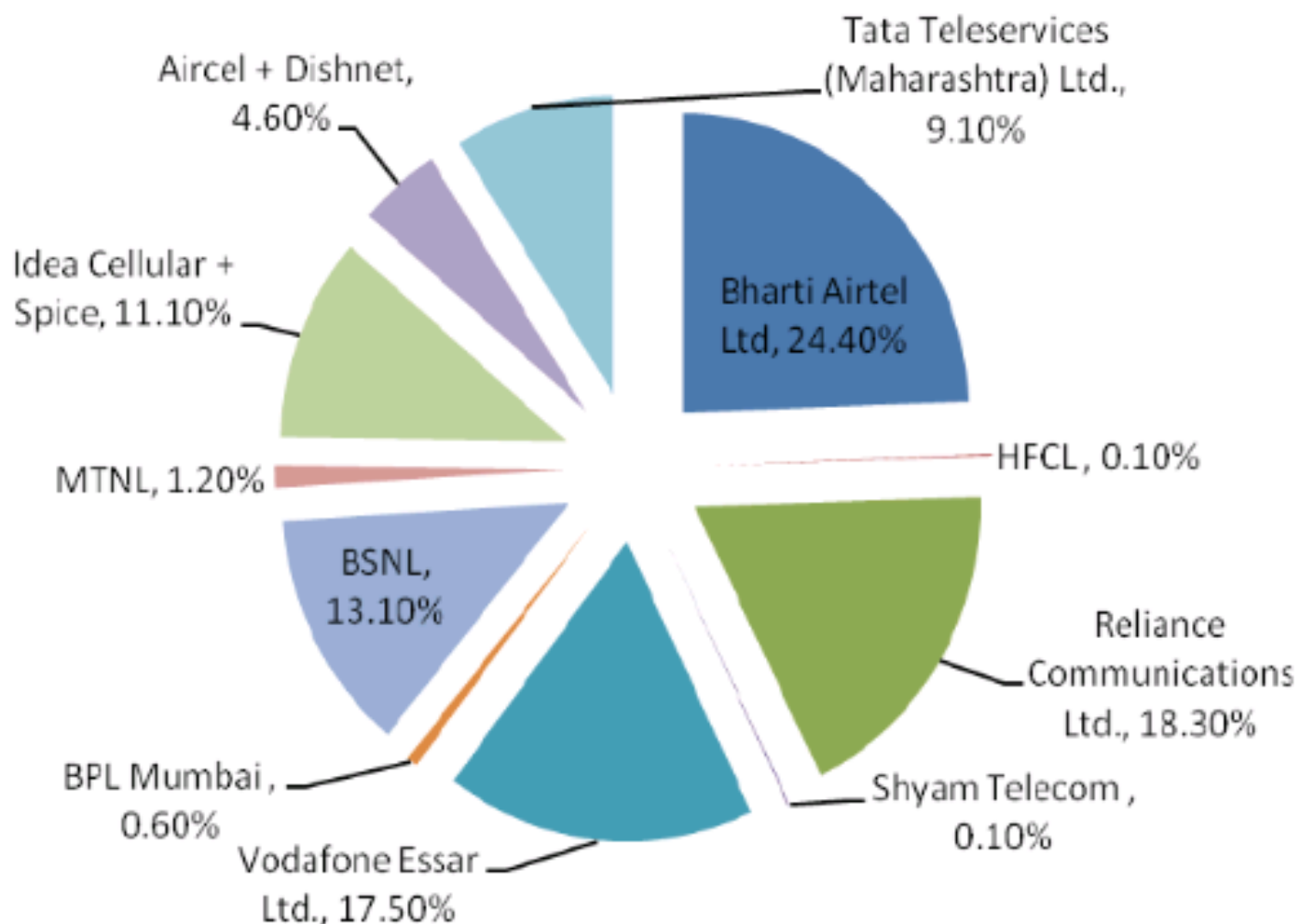
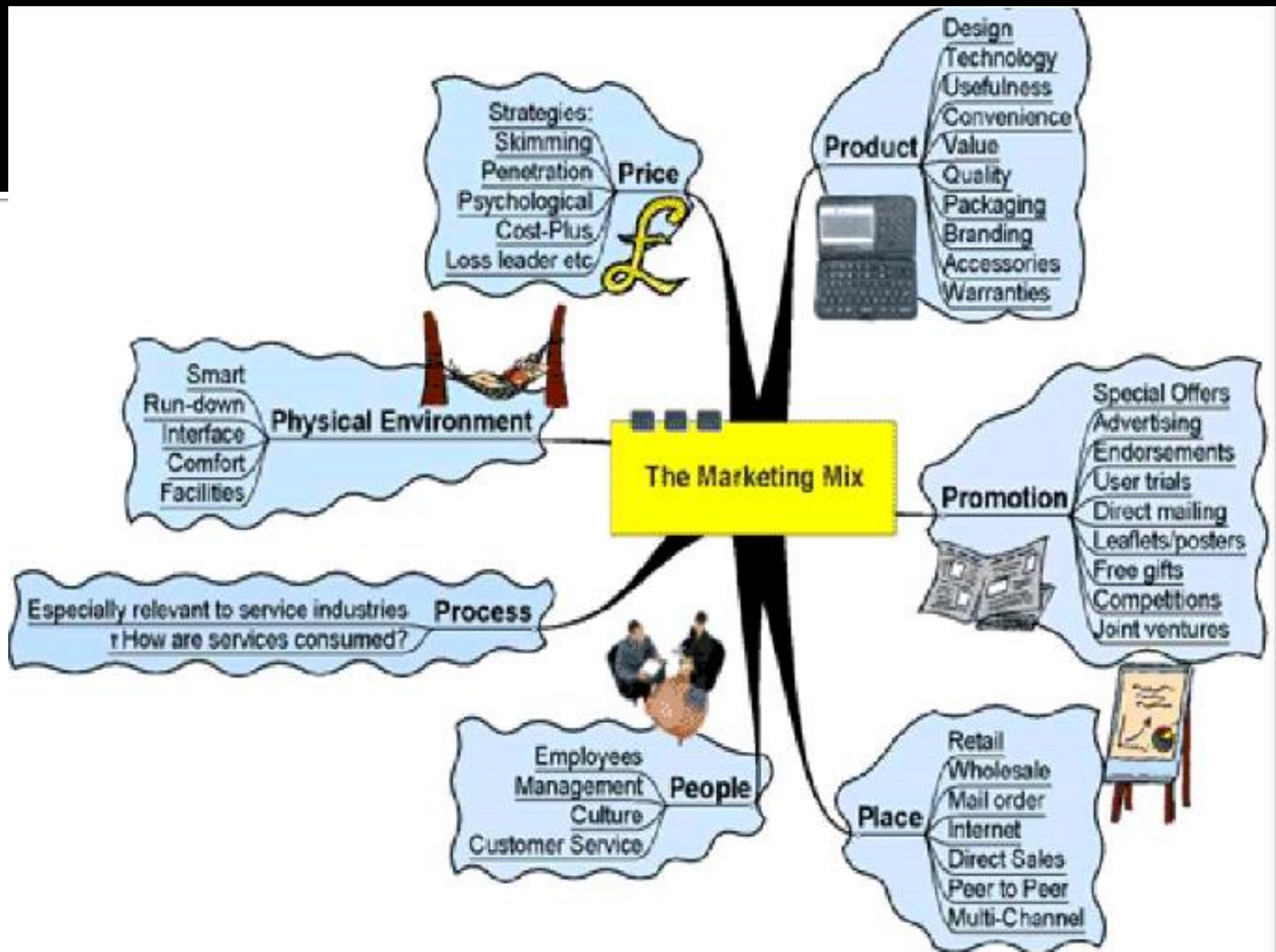


Figure: Market Share of Telecom Companies as on 31st Jan'09



FUTURE OF TELECOMMUNICATION





Project, which is an
international
held in Philadelphia

...ear ago, Basile worked
on the film that earned the
Cinema Workshop group a
top-10 finish and a special
screening at the **Philadelphia**
Film Festival. Cinema W
shop, a campus club wh
film majors get a chance
apply their skills to variou
projects, welcomed a number
of fresh faces this year to
attempt the competition for
the first time.

Their mission: squeeze
about three months worth of
work at a normal pace into
one weekend.

Philadelphia

(pronounced /fɪləˈdɛlfiə/) is the largest city in the United States and the sixth most populous city in the country. It is the county seat of Philadelphia County, Pennsylvania, and is referred to as "the City of Brotherly Love." The name Philadelphia is derived from the Greek words *φίλος* (philos, "brotherly love") and *ἀδελφεία* (adelphēia, "brotherhood"). Residents often informally call the city "Philly."

...restrictions: it must be
fantasy, must include a
character named who is a
social activist, have an
... somewhere in there
include the line of dia-
logue: "We've never seen one of
those."

Roughly 30 teams — many
of them professional produc-
tion teams — from the
Philadelphia region compet-

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... on
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... add

Lauren M
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County.

With t
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late a list
for a Wal-M
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bucket, um
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scene and
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NOKIA
888





THANK YOU

