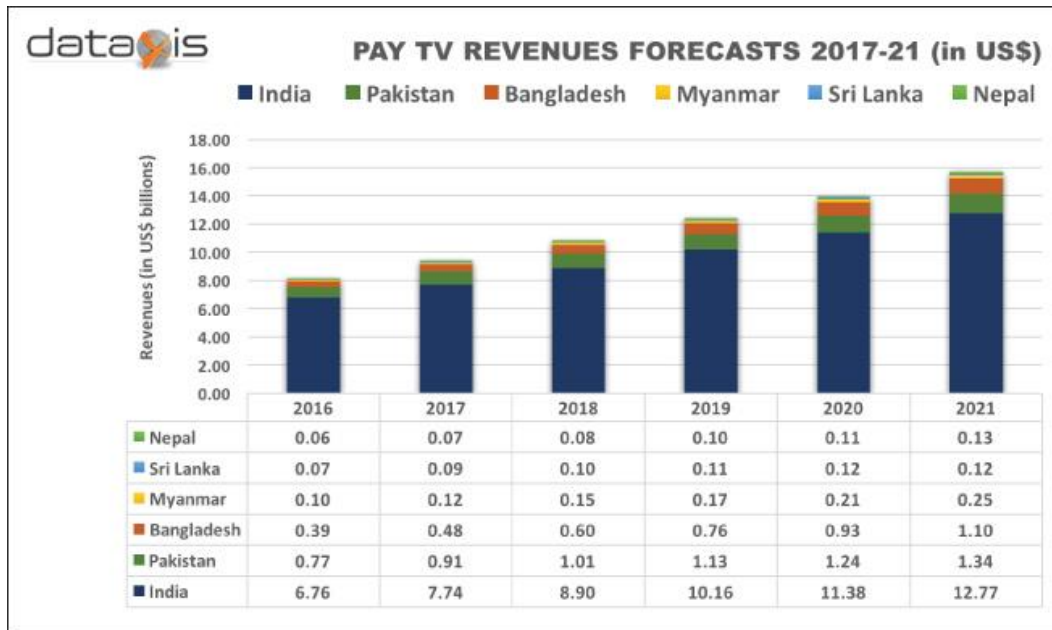


SAARC Pay TV market value will double in 2021 to reach US\$ 16 billion.

According to Dataxis, the major SAARC countries (India, Bangladesh, Pakistan, Nepal, Sri Lanka) plus Myanmar will see their pay TV market doubled by 2021, to reach US\$ 16 billion compared to just US\$ 8 billion in 2016. Altogether these countries represent close to 25% of the world population!



India is by far the biggest pay TV market and accounts for 80% of the region’s pay TV revenues. In terms of Pay TV subscribers, India will reach 215 million subscribers in 2021 compared to 177 million in 2016.

Dataxis also predicts a double-digit growth in pay TV revenues for all other countries. Bangladesh and Myanmar are going to enjoy the highest growth.

Total Pay TV subscriber will climb to 270 million in 2021 compared to 210 million in 2016.

Dataxis is going to share these results and discuss many more issues together with regional industry leaders at the 3rd Edition of the “NexTV Series India & SAARC 2017” scheduled for the 18th April at Taj Lands End Hotel in Mumbai. The conference targets the pay TV industry across SAARC region and will bring together some of the high-profile industry speakers on one platform in Mumbai.

FOR MORE INFORMATION PLEASE CONTACT:

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ABOUT DATAxis

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom Industries in more than 200 countries. Dataxis now has offices in Europe, Latin America and Africa. For further information please visit our websites: Dataxis.com and [NexTV Series INDIA and SAARC](#)