



Dish TV, ALi to Launch Project Liberty

Taipei, Noida and New Delhi – February 9, 2017 – ALi Corporation, a leading Set-Top Box (STB) chipset provider, and Dish TV, Asia’s largest Direct-to-Home (DTH) operator, are soon to launch the Liberty project to , accelerate convergence and future expansion opportunities. The Liberty project is based on ALi Corp.’ s cutting-edge and sophisticated SoC technology to provide next-generation performance, security, and flexibility while remaining cost-effective for the India market. The aim of the project is to enhance subscriber experience and provide value-added services to expand Dish TV’ s market share and revenue stream increase in the near future.

India is the largest DTH market in the world based on the number of sub-

scribers. According to statistic reports in 2016, the DTH subscriber number reached approximately 65 million in India. Since the introduction of the first DTH service in 2003 by Dish TV, the market has experienced exponential growth through multiple digitalization phases. Throughout Phase 1 and Phase 2, four metropolitan areas of Delhi, Mumbai, Chennai and Kolkata had gone digital in 2012. In Phase 3, most of the urban areas in India had gone digital and completed ASO (Analogue Switch-Off) process. As Phase 4 is around the corner, the operators are looking forward to the opportunity targeting at the households in rural areas and thus the whole country will be digitalized. For operators to stay ahead of the game, chipset technology plays a significant role in their capability to supply value-added yet secured

services that will help them establish a wider subscriber base by offering enriched viewing experience.

“Dish TV serves over 14 million subscribers by 2016, leading the Indian DTH market,” said VK Gupta, COO, Dish TV. “To maintain our market leadership and prepare for future opportunities, we implemented ALi Corp.’ s SoC solution to launch the Liberty project, which will improve our DTH operations. ALi Corp. has the expertise to help us provide whatever it takes to realize the true spirit of the Liberty project.

“Ranked among the world’ s top 3 with a good chance to be further boosted amid the industry reshuffle, ALi Corp. has a proven track record in delivering high-performing and competitive STB chipset solutions,” said Tony Chang, Chief Operating Officer of ALi Corp. “The Dish TV deployment of ALi Corp. SoC platforms further signifies recognition on our global achievements in helping partners go through ASO and digitalization processes. We are confident to offer innovative and revolutionary features and services to Indian views and we will fully support Dish TV in their expansion” .

About ALi Corporation

ALi Corporation is a leading innovator and developer in the set-top box (STB) system-on-chip (SoC) market. By fully leveraging its core expertise in the set-top box industry, ALi Corp.’ s solutions are recognized for their high levels of integration, superior performance reliability,

premier customer oriented service and compelling cost structure. Hundreds of Pay TV operators have adopted ALi Corp.’ s solutions worldwide. ALi Corp. was founded in 1987 with headquarters in Taipei, Taiwan, R&D centers as well as sales offices in Hsinchu, Shanghai, Shenzhen, Zhuhai, Geneva, Seoul, and New Delhi, and technical support teams throughout Asia. For more information, please visit www.alitech.com

About DishTV

Dish TV is Asia Pacific’ s largest direct-to-home (DTH) company and part of one of India’ s biggest media conglomerate – the ‘Zee’ Group. Dish TV has on its platform more than 520 channels & services including 22 audio channels and over 50 HD channels & services. For more information on the company, please visit www.dishtv.in

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