

NEW DELHI, October 12, 2013 /PRNewswire/ --

In line with its long term vision to own all video platforms for TV viewing, irrespective of the screen, Dish TV, Asia's largest DTH service provider today announced the launch of an innovative path-breaking service which will redefine TV viewing in India. Maintaining its highly differentiated and customer centric approach, the DTH industry leader will provide its family of 15 million subscribers a **unique**

TV viewing experience
with the launch of its online application

'DishOnline'

. It is for the first time that a DTH player will launch a **full-fledged OTT (over the top) streaming application that will provide 'unlimited entertainment ON THE GO'**

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This will be a huge deal for passionate TV viewers as **they will now be able to carry their TV along** and enjoy it **anytime anywhere.**

DishOnline is a first-of-its-kind online video streaming service wherein a viewer has the option of going beyond watching TV on a TV screen **on to devices such as smartphones, tablets, laptops,** etc.

DishOnline subscribers can enjoy their TV in four forms i.e. **Live TV, Movies, TV shows and**

Videos

includes over 1000+

Hollywood

and Bollywood movies. The application can be accessed from Google Playstore or Apple App Store.

. The movie library

There will be two DishOnline packs - the **JUMBO Pack** at Rs. 129/- which will include - **all live TV channels + all Movies + all shows + all videos**

and the

STARTER pack

at

Rs.49

/-

which will include

all movies + all shows + all videos

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As an introductory offer, the same will be available at Rs. 69/- and Rs. 29/- respectively.

Announcing this development, Mr. R.C Venkateish, Chief Executive Officer, Dish TV Indi

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said

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"As industry leaders and pioneers of the DTH sector, we continue to reinvent and redefine the market with thought leadership to be ahead of the pack. DishOnline is a unique service for all those valued subscribers who want to keep in touch with their favourite shows and programmes even when on the move. We are delighted to offer them the world of unlimited entertainment on the go. This initiative will translate into huge competitive advantage for Dish TV as it is the only service provider in the cable TV and DTH industry to offer this one-of-a-kind facility."

To offer the most advanced online TV viewing experience 'DishOnline' is powered by Ditto TV - India's premier online streaming portal.

Existing Dish TV subscribers will be able to access channels across genres - general entertainment channels, sports, Hindi movies, English movies, music, devotional, infotainment

Dish TV Brings Entertainment Anywhere Anytime With 'DishOnline'

Written by Australian Business

and regional - through DishOnline. Some of the popular channels like Zee TV, Sony, Sab, Zee Cinema, Zee Studio, Zee Cafe, Ten Action, Ten Cricket, Zee News, Aaj Tak, BBC, Sony Mix, Masti, Zee Marathi, Zee Tamil and Zee Telugu will now be available on this application.

About Dish TV India - 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 400+ channels & services including 22 audio channels with 25 HD channels and 17 HD services with more than 15 million + gross subscribers. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also acquired transponders on the Asiasat 5 platform which increased its bandwidth capacity by 216 MHz to reach a total of 648 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 1450 distributors & over 136,000 dealers that span across 8,358 towns in the country. Dish TV customers are serviced by four 24*7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit <http://www.dishtv.in>

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