



PLANETCAST bags biggest HITS project

Hinduja Group's HITS platform raised at Noida is all set to hit Indian cable industry

June 2015 Noida: PLANETCAST announced that Hinduja Group will kick off its first ever HITS project with PLANETCAST as its master service provider. Hinduja Ventures have already announced to provide Headend-In-The-Sky services under NXT Digital brand with services beginning by August 2015.

PLANETCAST played a pivotal role as system integrator and master service provider for the mammoth project. The HITS earth station is designed by PLANETCAST for 7 transponder uplink and consists of main antenna with backup provision. Each RF chain is provisioned with best of breed equipment, in switchable main and backup configuration. HITS is a mode of delivering channels through a satellite multiplex service to MSOs & LCOs, in a way that enables their end-customers to pick and choose channels.

Under this regime, an operator receives all channels (pay channels & FTA) at one centralized location in the country and there they are decoded and re-encrypted and then re-uplinked to a satellite. Then, the MSO (multiple-system operator) and/or LCO (local cable operators) at different parts of the country downlinks and distributes it.