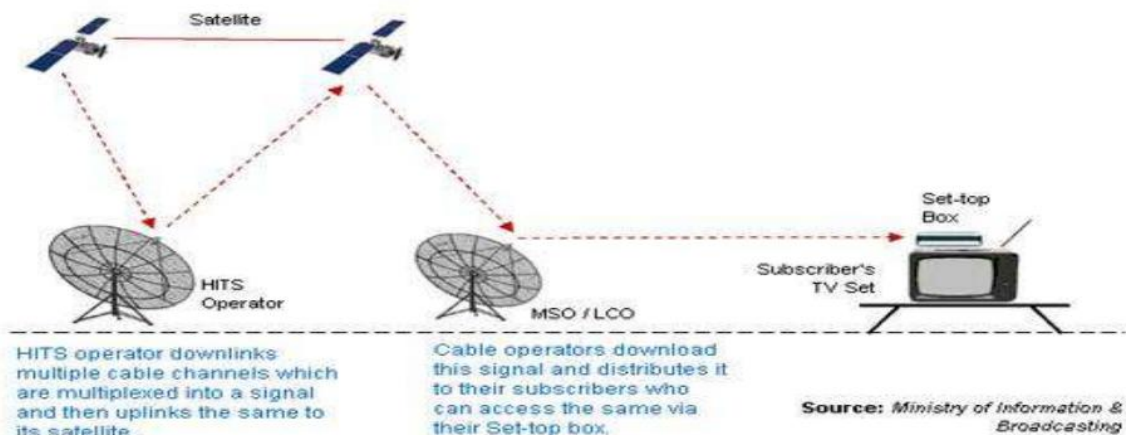


Head-end-In -The-Sky (HITS)

CC-102 Unit-4

HITS is a new technology that speeds up the processes of digitization and conditional access system (CAS-*technique using scrambling and encryption to prevent reception that is not authorized*) in India. The Union government came up with a policy frame work in consultation with Telecom and Regulatory Authority Of India (TRAI) for HITS mode of delivery of content to the cable operator. The guidelines were passed in 2009.



HITS serves the whole country by providing its signals through satellite to many Multi System Operators (MSO) or cable operator who can further send signals to the customers using their own

cable networks. HITS operator uses satellite to transmit bouquet of channels while a cable operator does so through cable.

HITS deliver satellite channels to cable operator through satellite rather than an on ground control room. A HITS operator encrypts all channels at a common facility and uplinks them to a satellite (HITS). The operator can download a whole bouquet from the satellite rather than downloading each channels, thus enabling them to go All-India and become Digital.