SCAT MARKETPLACE 2026:

CABLE NETWORKS TO CONNECTED ECOSYSTEMS

SCAT Marketplace 2026 brought together the evolving cable, satellite and broadband ecosystem, reflecting the growing convergence of connectivity, entertainment and digital technologies. The event highlighted emerging opportunities and innovations shaping India's rapidly expanding digital infrastructure landscape.





SCAT Marketplace 2026 reflected the significant transformation underway in India's cable, satellite and broadband industries, as the country continues to strengthen its position as one of the world's largest digital markets. With rising internet consumption, expanding broadband penetration and increasing demand for high-speed connectivity, the event provided an important platform for industry stakeholders to explore new technologies, business opportunities and emerging market trends.

Moving beyond its traditional focus on cable television and satellite distribution, **SCAT Marketplace** is evolving to embrace a broader digital ecosystem. This year's focus extended to several high-growth segments, including Fibre-to-the-Home (FTTH), gigabit networks, 5G-based broadband, OTT and Cloud TV, artificial intelligence, satellite broadband, and smart home networking.

The growing deployment of fibre infrastructure, supported by national initiatives such as BharatNet and investments by major telecom operators, is creating fresh opportunities for equipment manufacturers, technologyproviders and service operators. The emergence of 5G Fixed Wireless Access is further expanding broadband delivery options, particularly in areas where fibre connectivity remains challenging.

Meanwhile, the rapid growth of OTT platforms and the transition towards App TV, Cloud TV and aggregated content services are opening new avenues for Multi-System Operators (MSOs) and Local Cable Operators (LCOs). Traditional distribution businesses are increasingly looking at value-added digital services and diversified revenue models to remain competitive.

Artificial intelligence is another emerging area with considerable potential, offering applications in network management, predictive maintenance, customer analytics, targeted advertising and content personalisation. Similarly, satellite broadband is gaining importance in extending connectivity to remote and underserved regions, complementing terrestrial fibre and wireless networks.

The growing connected-home ecosystem, driven by Wi-Fi mesh technology, smart devices, IoT and cybersecurity solutions, also presents opportunities for operators to expand beyond conventional connectivity services.

SCAT Marketplace 2026 underscored the importance of convergence in an industry where traditional boundaries between cable, telecom, broadcasting and digital entertainment are becoming increasingly blurred. By bringing these interconnected sectors into focus, the event reinforced its relevance as a platform for technology exchange, business networking and industry engagement.

As India's digital infrastructure continues to expand, **SCAT Marketplace** has an opportunity to play an increasingly significant role in connecting technology innovators, service providers and decision-makers shaping the future of the country's connectivity and entertainment landscape.






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