



Why IPTV is a hit story?

Every story has some theme in it. And the theme of an [IPTV](#) device is pure entertainment. It is a versatile product that can fit in any corner of your room, does not take much space, does not spoil the look of your room, and does not involve many wires, so it is a clean set-up and comes in with a lot more benefits can people keep count of.



So, we have curated this special article post to create awareness among many. So, without wasting a second let's start.

Before we begin the pointer phase, we tell you about the tactics a good provider used.

Customer retention

This is the sole aspect that is responsible for IPTV sales. And a good provider does just that by offering creative services for the user to explore:

1. **Free trial:** It is bliss for the users as users are able to view the programs for a week or few days, identify the loopholes if any, and take a look at all other programs, channels,

and cartoons at one go. Along with having a hands-on experience with all the features, operating parental control, time-shifted programs, parental locks, VOD, transactional VOD, etc.

2. **Plan for every need:** The subscription plans are solely curated for the purpose that the fee submission should not be a problem. So some providers offer multiple subscription plans and some offer single lifetime plans. So, depending on the budget, you can pick whatever fits your budget line.
3. **Catch-up programs:** This is also known as transactional VOD or time-shifted programs in some providers. It is another great way to retain customers. Apart from picture quality and sound, what is important is the free hand that is given to the users, to download stuff when they aren't available.
4. **VOD:** It is a mind-blowing addition. It is a technology where a user requests a movie with a movie name and if the movie is present on the server, it will be played straightaway.
5. **Bollywood library:** All Indians are fond of watching Bollywood movies. And this new rendition is a fresh rendition. In that, a user can easily download old classics, and watch newly-released movies and some of the most famous movies of the 90s for an enthralling experience.
6. **Ad-free programs:** This is pure bliss. And so is what a good technique used to retain customers. This is a customer-centric method to retain customers. Because no one watches a program with ads. Commercials have the power to kill your mood. They are vibe killers. And so as to increase the sales of IPTV boxes it was important to make them completely ad-free.

Add-ons: The purpose is to keep your user staying longer.

Installation: Installation of a new device is a pain, especially for women and men who are not a bit tech-savvy. However, with the new device, this is not the problem. The only thing that you have to do is:

- a. On your Android device, launch the Google Play store
- b. Search the keyword "Smart IPTV."
- c. To set up Smart IPTV on your traditional TV, connect with your internet services (broadband, [wifi](#), 5G, etc).

Bias-free connectivity: Most Indian channel boxes are so designed that it is 100% compatible with all devices and network.