

ABSTRACT

Nowadays television is not only for entertainment, but for many people television is one of information medium. Because of that watch television was became necessary. There are so many operator appear in the subscribe television bussiness and it means that customer can enjoy varieties program on TV. This condition show up tight competition between subscribe TV operator, much kind of products were launched by bussinessmen to be able to draw the customer and to maintain the company existence.

Newly, PT Telekomunikasi Indonesia try to release a subscriber TV service which has IP (Internet Protocol) bases or known as IPTV (Internet Protocol Television). These services will utilize existing speedy network. Due to operator doesn't has to build new network which spend much cost. By those technology one cable can be utilized for many data transmission service, include voice and video. IPTV service offers many advantages more than cable or satellite TV, such as: ability to record or pauses picture while the TV program is still running. Beside that in this service we can enjoy interactive program such as Video on Demand that we can't get in old cable TV. Before these services were launched, it has to be known the feasibility firs.

For market aspect, sample was taken from population of speedy residential in Bandung. After that to test market aspect we use questioners as a research tool in order to know potential market, available market, and target market from IPTV services. The technical and financial aspects were testing using secondary data from PT Telkom and other sources for accuracy.

This research obtain potential market of IPTV services is 63,72% got from responder that interest to the service. Available market is got based on financial capability level, access, and buying potency toward this service, that is 24,61% , and target market is 20%. From financial calculation get result related to investment feasibility, consist of : NPV value is Rp1.153.555.486, interest rate is 23.12% (larger than MARR 20%), and level of capital return during 4,74 years. Based on the result above, it makes the IPTV service was competent to be realized.

Keyword : IPTV, Feasibility Analysis, Market, Finance