

# Asia IPTV Industry Outlook to 2016 - Lower Installation Cost Driving the Future Growth

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## Abstracts

### EXECUTIVE SUMMARY

The report titled “Asia IPTV Industry Outlook to 2016 - Lower Installation Cost Driving the Future Growth” encompasses a comprehensive analysis of the various aspects such as market size of the IPTV market across the six major countries such as China, India, Japan, South Korea, Hong Kong and Singapore on the basis of Subscribers.

The IPTV market in the Asian region is still on a growing stage therefore showcasing a wider scope for related services. Over the years, the region has witnessed remarkable developments in the IPTV market primarily due to the rising disposable income and the emerging preference for digital TV experience over the internet along with an inclination towards converged services such as multiple play which allows a subscriber to avail the benefits of high speed internet browsing, TV, fixed line and mobile telephony services under a single pack. The Asian region is expected to dominate around ~% of the global IPTV subscribers by 2014.

Penetration of IPTV in key Chinese provinces as of now is in the pipeline with certain new launches likely in other smaller and less developed provinces. China Telecom is the largest IPTV service provider in China with a subscriber base of ~ million or a market share of ~% in 2011. China Telecom’s IPTV product and service line also includes a large video-on-demand gallery with more than ~ hours of video and audio titles.

The IPTV market in India is at a nascent stage where the services are being offered over DSL, ADSL and ADSL2+ network infrastructure by Telco service providers like BSNL, MTNL, and Airtel. The IPTV market in India is not only a prospective market, but

also has the potential to rise as a center for innovative and the future technological inventions in the global IPTV market.

The market in Japan scaled up at a CAGR of ~% during the period 2005-2011 on account of the availability of favorable growth dynamics such as higher broadband penetration rate and a significant broadband network. Japan's IPTV subscriber base is expected to grow at a CAGR of ~% during the period 2012-2016. The IPTV services are expected to garner ~ million subscribers in 2016

Korea is the 4th largest IPTV market in the world with a subscriber base of ~ million in 2011. The subscribers during the period 2008-2011 has increased at a CAGR of ~% which was significantly due to the assertive efforts of the IPTV providers to deliver varied contents including almost 170 channels and around ~ VOD programs.

The deployment of IPTV services in Hong Kong started in the year 2003 and since then the country has showcased better prospects for the IPTV operators. The number of subscribers in Hong Kong increased from ~ thousand in 2005 to ~ thousand in 2011.

In 2010, the fixed broadband household penetration in Singapore was recorded to be approximately ~% and is expected to reach around ~% by the year 2016. This in turn presents a wide scope for the IPTV operators in the form of a large fixed broadband user base.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of Asia IPTV industry on the basis of subscribers.

The market size of the IPTV market of the countries such as China, India, Japan, South Korea, Hong Kong and Singapore on the basis of IPTV subscribers.

Trends and Development of the Global IPTV Industry.

Competitive landscape of the major IPTV operators in the countries such as China, India, Japan, Korea and Hong Kong

Future outlook and projections of IPTV market of Asia on the basis of subscribers.

Future outlook and projections of IPTV market in the countries such as China, India, Japan, Hong Kong, Korea and Singapore on the basis of subscribers.

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