

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

<https://marketpublishers.com/r/A167F67C021EN.html>

Date: August 2012

Pages: 43

Price: US\$ 525.00 (Single User License)

ID: A167F67C021EN

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.

Contents

1. GLOBAL IPTV MARKET INTRODUCTION

2. GLOBAL IPTV MARKET SIZE, 2005-2011

3. TRENDS AND DEVELOPMENT IN THE GLOBAL IPTV MARKET

Increasing Number of Fixed Line Broadband Subscribers

Preference for Multi Screen Services with the emergence of Smart Phones and Tablets

Convergence of OTT Video Services with IPTV

Migration of Cable Operators to IPTV Service Platform

4. ASIA IPTV MARKET

4.1. Asia IPTV Market Size by Subscribers, 2005-2011

4.2. China IPTV Market Size and Introduction, 2005-2011

4.2.1. Market Share of Major IPTV Operators in China, 2011

4.2.2. China IPTV Market Future Outlook and Projections, 2012-2016

4.3. India IPTV Market Size and Introduction, 2005-2011

4.3.1. Competitive Landscape of Major Operators in the IPTV Market in India, 2011

4.3.2. Key issues of the IPTV Market in India

Lack of Proper Physical Broadband infrastructure

Inadequate Broadband penetration and Network Incapability

Content availability and the cost associated with its deployment

Cost of related products

4.3.3. India IPTV Market Future Outlook and Projections, 2012-2016

4.4. Japan IPTV Market Size and Introduction, 2005-2011

4.4.1. Japan IPTV Future Outlook and Projections, 2012-2016

4.5. Korea IPTV Market Size and Introduction, 2008-2011

4.5.1. Market Share of Major IPTV Operators in Korea, 2011

4.5.2. Korea IPTV Future Outlook and Projections, 2012-2016

4.6. Hong Kong IPTV Market Size and Introduction, 2005-2011

4.6.1. Market Share of Major IPTV Operators in Hong Kong, 2009-2011

4.6.2. Hong Kong IPTV Future Outlook and Projections, 2012-2016

4.7. Singapore IPTV Market Size and Introduction, 2007-2011

4.7.1. Singapore IPTV Future Outlook and Projections, 2012-2016

4.8. Asia Pacific IPTV Market SWOT Analysis

Strength

Weakness

Opportunities

Threats

4.9. Asia IPTV Market Future Outlook and Future Projections, 2012-2016

4.9.1. Cause and Effect Relationship between Dependent And Independent Factors
Prevailing In the Asia IPTV Industry

4.10. Macro-Economic Factors of Asia IPTV Market: Historical and Future Projections

4.10.1. Asia Fixed Broadband Subscribers, 2005-2016

4.10.2. Asia TV Households, 2006-2016

4.10.3. Annual Disposable Income, 2005-2016

5. APPENDIX

5.1. Market Definition

5.2. Abbreviation

5.3. Research Methodology

Data Collection Methods

Approach

5.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: IPTV Content Delivery Network

Figure 2: The Global IPTV Market Size by Subscribers in Thousands and Revenue in USD Million, 2005-2011

Figure 3: Global Fixed Line Broadband Subscribers in Million and Broadband Penetration per 100 Inhabitants in Percentage, 2005-2016

Figure 4: Asia IPTV Market Size by Subscribers in Thousands, 2005-2011

Figure 5: China IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 6: Market Share of Major IPTV Operators in China on the Basis of Subscribers in Percentage, 2011

Figure 7: China IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 8: India IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 9: India IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 10: Japan IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 11: Japan IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 12: Korea IPTV Market Size on the Basis of Subscribers in Thousands, 2008-2011

Figure 13: Market Share of Major IPTV Operators in Korea on the Basis of Subscribers in Percentage, 2011

Figure 14: Market Share of Major IPTV Operators in Korea on the Basis of Subscribers in Thousands, 2011

Figure 15: Korea IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 16: Hong Kong IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 17: Hong Kong IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 18: Singapore IPTV Market Size on the Basis of Subscribers in Thousands, 2007-2011

Figure 19: Singapore IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 20: Asia IPTV Market Future Projections on the Basis of Subscribers in

Thousands, 2012-2016

Figure 21: Asia Annual Disposable Income by China and India in Millions, 2005-2016

List Of Tables

LIST OF TABLES

Table 1: Market Share of Major IPTV Operators in China on the Basis of Subscribers in Percentage, 2011

Table 2: Competitive Landscape of Major IPTV Operators in India, 2011

Table 3: Market Share of Major IPTV Operators in Hong Kong, on the Basis of Subscribers in Thousands and in Percentage, 2009-2011

Table 4: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of the Asia IPTV Industry

Table 5: Asia Fixed Broadband Subscribers in Millions, 2005-2016

Table 6: Asia TV Households in Millions, 2006-2016

I would like to order

Product name: Asia IPTV Industry Outlook to 2016 - Lower Installation Cost Driving the Future Growth

Product link: <https://marketpublishers.com/r/A167F67C021EN.html>

Price: US\$ 525.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A167F67C021EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970