

Emerging markets AsiaPacific - What outlook for satellite?

https://marketpublishers.com/r/EE4557101BFEN.html

Date: November 2014

Pages: 0

Price: US\$ 1,725.00 (Single User License)

ID: EE4557101BFEN

Abstracts

This report looks at the TV and telecommunications (chiefly fixed and mobile broadband) markets in the main emerging countries in Asia-Pacific.

It provides readers with answers to questions such as:

How are Asian markets structured?

How are telecom markets evolving?

How are TV markets evolving?

What are the core trends in these markets?

What strategies are satellite operators deploying in the region?

The final section of the report contains forecasts for the APAC region's broadband satellite and satellite TV markets up to 2018.



Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY & DEFINITIONS

- 2.1. IDATE's general methodology
- 2.2. Methodology specific to this report

3. THE REGION'S FIXED BROADBAND MARKET

- 3.1. A fast-growing market
- 3.2. Selective broadband coverage
- 3.3. Asia still the world's biggest FTTH/B base
- 3.4. Fixed broadband products still expensive

4. THE REGION'S MOBILE TELECOMS MARKET

- 4.1. Market status
- 4.2. LTE rollouts progressing quickly
- 4.3. Coverage still low in less developed countries
- 4.4. Mobile product pricing
 - 4.4.1. Mobile products
- 4.4.2. LTE plans

5. THE TV MARKET

- 5.1. Market status
 - 5.1.1. Asia-Pacific: biggest number of viewers in the world
 - 5.1.2. TV access in Asia-Pacific
 - 5.1.3. Television revenue in Asia-Pacific
- 5.2. Digital TV in Asia-Pacific
 - 5.2.1. Digital TV access in Asia-Pacific
 - 5.2.2. DTT rollouts
 - 5.2.3. Pay-TV market development
- 5.3. Is satellite TV developing?

6. MAJOR TRENDS



- 6.1. Main telecommunications market trends
 - 6.1.1. Launch of national satellites
 - 6.1.2. Satellite being used by government programmes to reduce the digital divide
 - 6.1.3. A very competitive satellite market
 - 6.1.4. Fast growing demand for international and regional connectivity
 - 6.1.5. Strong increase in CAPEX
 - 6.1.6. Different regulatory practices
 - 6.1.7. Multi-criteria tiering to minimise churn
- 6.2. Core TV market trends
 - 6.2.1. HDTV development
 - 6.2.2. Development of IPTV
 - 6.2.3. The OTT video boom
 - 6.2.4. Considerable potential for satellite TV

7. REGIONAL OPPORTUNITIES FOR SATELLITE

- 7.1. In the broadband market
 - 7.1.1. Action plans to reduce the digital divide will be major growth booster
 - 7.1.2. Market forecasts up to 2018
- 7.2. In the TV market



List Of Tables

LIST OF TABLES

- Table 1: Top 10 superfast broadband markets, and their share of the APAC market at the end of 2013
- Table 2: Pricing for a selection of FTTx plans, at the end of 2013
- Table 3: Mobile subscriber numbers in emerging APAC countries, at the end of 2013
- Table 4: LTE network coverage and bands used, YE 2013
- Table 5: LTE plan pricing, in July 2014
- Table 6: A selection of operators' LTE plans compared
- Table 7: Analogue broadcasting switchoff deadlines in APAC countries
- Table 8: Top Asian operators and their regional capacity
- Table 9: Main targets set by Indonesia's national broadband plan
- Table 10: Mobile subscriber churn in a selection of emerging countries in Asia
- Table 11: Example of granular pricing



List Of Figures

LIST OF FIGURES

- Figure 1: Map of the countries covered by this report
- Figure 2: Broadband subscriber growth in Asia-Pacific, 2014-2018
- Figure 3: Growth of broadband subscribers in APAC's top 10 emerging countries, 2009-2018
- Figure 4: Map of fixed broadband penetration in Asia-Pacific, at the end of 2013
- Figure 5: Percentage of the population covered by fixed broadband, at the end of 2013
- Figure 6: Breakdown of broadband and superfast broadband subscribers in the APAC region by access technology, at the end of 2013
- Figure 7: Map of fixed broadband sub-basket value, in 2012
- Figure 8: Change in mobile subscriber distribution by technology in Asia-Pacific, 2008-2018
- Figure 9: Mobile subscriber breakdown by technology Asia-Pacific, at the end of 2013
- Figure 10: Map of mobile penetration in Asia-Pacific, at the end of 2013
- Figure 11: Breakdown of pre- and post-paid mobile subscribers in Asia-Pacific, by country, at the end of 2013
- Figure 12: Map of the mobile consumption sub-basket, in 2012
- Figure 13: Map of linear TV penetration in APAC households at the end of 2013
- Figure 14: Map of TV ownership levels amongst Indian households, in the first half of 2013
- Figure 15: Breakdown of the main broadcasting network used by APAC households to access TV programming, 2010-2014
- Figure 16: Breakdown of the main broadcasting network used by households in a selection of APAC countries to access linear TV programming, at the end of 2013
- Figure 17: Breakdown of linear TV revenue sources in emerging APAC markets (excluding Australia, South Korea, Japan and New Zealand) in 2013
- Figure 18: Map of digital TV penetration in Asia-Pacific, at the end of 2013
- Figure 19: Map of DTT technologies, in 2013
- Figure 20: Map of pay-TV penetration in Asia-Pacific, at the end of 2013
- Figure 21: Growth of satellite TV FTA and pay-TV households in emerging markets in APAC, 2010-2013
- Figure 22: Growth of households with satellite TV access in a selection of APAC countries, between 2010 and 201332
- Figure 23: Evolution of analogue and digital satellite TV households in emerging APAC markets, 2010- 2013
- Figure 24: Customers covered by satellite under the Australian Broadband Guarantee in



2010 (the NBN programme's predecessor)

Figure 25: Recap of SES's efforts to build its presence in emerging regions, including APAC

Figure 26: Estimated regional increase in SES net satellite capacity up to 2015

Figure 27: Map of submarine cables in Asia-Pacific

Figure 28: Submarine cable connectivity in Singapore

Figure 29: Telkom Indonesia's Nusantara Super Highway backbone network

Figure 30: Telkom Indonesia's broadband targets

Figure 31: CAPEX growth in Asia-Pacific, 2008-2013

Figure 32: CAPEX growth in China and India, 2008-2013

Figure 33: Wireline and wireless CAPEX growth in China, 2008-2013

Figure 34: Wireline and wireless CAPEX growth in India, 2008-2013

Figure 35: Map of mobile licences mobiles held by Bharti Airtel in 2013

Figure 36: HDTV penetration in a selection of APAC markets, in 2013

Figure 37: Breakdown of HDTV access in a selection of APAC countries, in 2013

Figure 38: Comparison of IPTV household growth in China and in emerging APAC

markets, and growth of China's market share, 2010-2014

Figure 39: HDTV access around the globe, by network in 2013

Figure 40: Breakdown of screen time by device and APAC country, for all types of content, in 2013

Figure 41: OTT video services in Malaysia

Figure 42: Breakdown of OTT video revenue in Asia-Pacific by country, 2010-2018

Figure 43: Breakdown of OTT video revenue by segment in emerging APAC markets

(excluding Australia, South Korea, Japan and New Zealand), 2010-2018

Figure 44: Examples of hybrid terrestrial-broadband TV services

Figure 45: Broadband satellite subscriber growth in Asia-Pacific, 2014-2018

Figure 46: Evolution of the number of households accessing a satellite TV service in

emerging APAC countries and annual growth rate, 2014-2018

Figure 47: Growth of the number of households accessing a satellite TV service (FTA or

Pay-TV) in emerging APAC countries, 2014-2018



I would like to order

Product name: Emerging markets AsiaPacific - What outlook for satellite?

Product link: https://marketpublishers.com/r/EE4557101BFEN.html

Price: US\$ 1,725.00 (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/EE4557101BFEN.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	
	Custumer 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