

Chinese Digital Home, Home Networking Policies, and Industry Standard Development

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Abstracts

With broadband networks and related technologies maturing, and following promotion of the government's tri-network convergence policies, digital home and home networking development for regular households in China has been accelerating in the period covered by the country's 11th and 12th five-year plans. Standard alliances set up by the Chinese home electronics and IT industries, such as IGRS and ITopHome, have gradually developed a comprehensive set of national standards for home networking in China. Meanwhile, telecom operators including China Telecom and China Unicom have started to promote smart home services targeting high-income households. This report analyzes current digital home policies in China and the development of smart home industry standards.

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About

Development of The Digital Home and Home Networking in China

China's 11th five-year plan pointed out that one of the ways to increase the share of the IT electronics manufacturing industry in the national economy was to set up a next-generation Internet demonstration project and a nationwide digital television network. In addition, in a report issued by the State Council on ways to revitalize the IT industry for the period 2009 - 2011, the development of digital television applications and industry chain was listed as a major project. This shows that the Chinese government has attached great importance to accelerating the development of the digital home and digital television industries.

Industry Development

Since China's 11th five-year plan was announced, smart communities and the digital home have started to develop, and two major alliances have been set up:

Human Resources Cultivation

Chinese universities and colleges, as well as enterprises, in cooperation with provincial and municipal governments, have initiated projects to cultivate high-tech R&D workers for the digital home industry.

Strategies for China's Digital TV and Digital Home Industries in the 12th Five-year Plan

During the period covered by China's 12th five-year plan, the MIIT (Ministry of Industry and Information Technology) will actively promote the development of the digital TV industry and further accelerate standardization of the industry.

Industry Structure

The government aims to assist the industry in optimizing its ecosystem, enhance technologies and products in such areas as flat-screen displays, set-top boxes and chip design and manufacturing, and increase domestic production rates.

Industry Clusters

The government is also promoting the development of industry clusters in which the industry, academia and research organizations cooperate, and which feature a significant scale, comprehensive value chains, and excellent service systems.

Standards Developed by China

The government also places focus on advancing innovative capabilities, with an aim to create an innovation environment dominated mainly by enterprises.

Industry Cooperation

The central government also wants to maximize the role of local governments in encouraging enterprises to be the main players in the industry's development.

Trial Projects

Multimedia, smart terminal products for tri-network services, as well as related chipsets, key components and software are also focus areas.

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