

China Car TV Industry Report, 2007



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Date:	July 1, 2007
Pages:	130
Price:	US\$ 1,700.00
ID:	C47C015CA04EN

In recent years, along with the rapid development of the digital technology and network technology, the broadcast TV field is undergoing great changes. Digitalization not only brings opportunities of technical upgrade and business transformation to cable TV, direct broadcast satellite, and ground wireless TV, but also brings more transmission means and service modes to broadcast TV, among which in-vehicle TV is one of the most popular business forms.

The annual growth rate of China in-vehicle TV market from 2006 to 2009 will surpass 50%. In 2006, the sales volume of China in-vehicle TV market reached 188,000 units. The figure will approach 600,000 in 2008 due to opportunities brought by Beijing Olympic Games, up over 80% year-on-year. In 2009, the figure will be expected to surpass one million.

Most cities started the mobile TV project from bus and taxi. After setting up a proper operation mode, they will expand the project to other application fields. Currently, the application field of in-vehicle TV in China mainly focuses on bus and taxi. Private car will be the most potential market. In the future, along with the fostering of private car market, China in-vehicle TV market will expand correspondingly.

China is expected to finish the building of national ground (mobile) digital TV network before Beijing Olympic Games in 2008. In order to realize watching direct broadcast of Beijing Olympic Games at any time in any place, China will install mobile TV in more traffic vehicles in 2008. By then, the receiving of ground (mobile) digital signal will be realized in most regions. China in-vehicle TV market will achieve large growth in 2008.

Up to now, over 100 enterprises are engaged in the production of in-vehicle TV equipments in China. Providing abundant programs by operators is the driving force of the rapid development of China in-vehicle TV market. As private car and bus have different demands for programs, operators need provide corresponding programs with rich content, such as increasing traffic, stock, sports, and news programs that interest car owners, so as to further promote market demand.

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