

Chinese IPTV Market Analysis

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Abstracts

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IPTV has turned into an increasingly well-liked service in China, either as a standalone service or, more in general, as part of a bundled offer. IPTV started to take off in the country, when network upgrades in both the cable and DSL sectors permitted high-bandwidth applications to arrive at a good proportion of the population, and as providers started to provide various channels to attract and retain customer interest.

The number of IPTV subscribers in China is anticipated to grow at a CAGR of 29% during 2012 - 2014. The main reason, which will result in such a stupendous growth rate, is the huge population of the country. China is the most populous country of the world and thus, provides huge customer base for the IPTV service providers. Besides, the penetration rate is quite low at below 1%, which again provides plethora of opportunities to the service providers.

Moreover, to attract larger customer base, along with traditional IPTV services, the service providers are offering add on services, such as kids specific services, video on demand services, etc. Among the add on services, video on demand services are expected to bring huge revenue in the coming years as it has been forecasted that VOD market will grow at a CAGR of over 110% during 2008 - 2014. Hence, due to such service, the IPTV market in the country is anticipated to be worth US\$ 2.16 Billion by the end of 2014, according to our report "Chinese IPTV Market Analysis". Besides, realizing such a huge growth rate of the IPTV subscribers and revenue in future, it has been found that, the hybrid set top boxes will attain huge growth in the coming years.

Our report also provides information of the key competitors in the market along with

their business information and areas of expertise. The report shows a highly concentrated structure of the market, with the top players dominating the market. It provides segment level analysis of the industry along with emerging trends that will propel the market revenue in coming years. The research will help consultants, industry analysts, and vendors to get an in-depth knowledge of the current, past, and future performance of the industry. The report provides an extensive research on the recent trends of the Chinese IPTV industry along with impartial analysis considering the impact of financial crisis on its performance.

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