

# Research Report on China's Digital Television (DTV) Operation Industry, 2011-2012

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## Abstracts

In a broad sense, digital television is digitization of television system. It refers to the TV type that digital television signals are used in all links from studio to emission, transmission and reception, or signals of the system are all transmitted through digital flow consisting of 0 and 1 strings. Digital televisions have less signal loss and good reception effect.

On March 29, 2006, the Ministry of Industry and Information Technology of the People's Republic of China formally issued 25 DTV receiving end standards. On August 18, 2006, the Standardization Administration of the People's Republic of China issued terrestrial DTV transmission standards. On December 5, 2009, UTI machine-card separation standards were established. By then, China's DTV standard system had been basically formed.

In 2008, terrestrial DTVs were launched in 8 cities in China, and high-definition and standard-definition DTV programs were broadcast, which marked that China's terrestrial analog televisions began to transform into terrestrial digital televisions. In 2010, China's terrestrial digital TV process continued accelerating, and simulcast of analog and digital televisions was realized. In 2010 H1, terrestrial digital televisions were put to use in all Chinese cities above prefecture level, where many sets of standard-definition and high-definition programs were broadcast. It is predicted that terrestrial DTV coverage in cities above county level will be basically realized in China in 2015.

According to the regulations of China's State Administration of Radio Film and Television, analog television broadcast will be ceased in 2015. With the approach of schedule time, China's digital television transformation accelerates. And the number of China's cable DTV subscribers developed from 190,000 in 2003 to 61.99 million in

2009.

Besides cable DTV, China's terrestrial DTV, satellite DTV and IPTV all develop rapidly.

In China, development of terrestrial DTV benefits from substantial growth of demand for mobile DTV stimulated by increase in transportation vehicles such as bus and subway. Only in first-tier cities like Shanghai, Beijing and Guangzhou possessing tens of thousands of buses can terrestrial DTV win profits in bus field and maintain operations by advertising income.

Currently, China's satellite TV service operation is only allowed in remote regions from the prospective of policy. Hence, there has been no real satellite TV operator in China. But satellite TV has strength in coverage cost, especially marginal cost, over cable TV, IPTV, etc.

External policy environment of China's IPTV market has not improved obviously, while pressure from policies of broadcast and TV system is still tremendous. However, subscriber scale increases after years of promotion and reached 4.30 million in 2009, increasing by more than 60% over 2008, while quantity of subscribers in 2010 increased nearly 100% over 2009. Quantity of DTV subscribers in Shanghai, Zhejiang, Guangdong, Jiangsu and other economically developed regions grows rapidly.

The overall process of DTV including collection, production, compilation, broadcast, transmission and reception adopts digital technology. In the process of transformation from analog TV to digital TV, DTV equipment manufacturing (emission equipment manufacture, reception equipment manufacture, etc.), DTV network operations, program production and integration, and information service will form a complete industry chain. Tremendous investment opportunities of the DTV industry with value of trillions of money contained in each link of the industry chain, and the industry enjoys huge investment space.

Through this report, readers can acquire more following information:

Development status of China's DTV operating industry

Development environment of China's DTV industry

Structure of DTV industry chain

China's major DTV operators and their operations

Operation mode of China's DTV

Investment opportunities of China's DTV industry

Prediction on development of China's DTV industry

Following people are suggested to buy this report:

DTV operating enterprises

DTV equipment manufacturers

DTV content providers

Investors concerned about China's DTV industry

Research institutions concerned about China's DTV industry

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