

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

<https://marketpublishers.com/r/R0C7F66840BEN.html>

Date: January 2011

Pages: 60

Price: US\$ 2,200.00 (Single User License)

ID: R0C7F66840BEN

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

Contents

1 OVERVIEW OF DTV

- 1.1.1 Definition and Characteristics of DTV
- 1.1.2 Applications of DTV
- 1.2 Classification of DTV
 - 1.2.1 Classification by Signal Transmission Mode
 - 1.2.2 Classification by Product Type
 - 1.2.3 Classification by Definition
 - 1.2.4 Other Classification Methods
- 1.3 DTV Transmission Mode
 - 1.3.1 Satellite DTV
 - 1.3.2 Cable DTV
 - 1.3.3 Terrestrial DTV

2 DEVELOPMENT ENVIRONMENT OF CHINA'S DTV INDUSTRY, 2010-2011

- 2.1 Economic Environment
 - 2.1.1 Operations of China's Macro Economy, 2010-2011
 - 2.1.2 Financial Operations and Monetary Policy
- 2.2 Government Policy Environment of China's DTV Industry, 2009-2012
 - 2.2.1 Analysis on Major Policies
 - 2.2.2 Analysis on Key Policies and Major Events
 - 2.2.3 Prediction on Policy Development Trend

3 ANALYSIS ON CHINA'S DTV MARKET, 2009-2012

- 3.1 Overview of China's DTV Market, 2009-2010
 - 3.1.1 Analysis on Demand of China's DTV Market
 - 3.1.2 Analysis on Development Driving Force of China's DTV Market
 - 3.1.3 Analysis on Growth Trend and Program Demand of Chinese DTV Users, 2011-2012
- 3.2 Problems in China's DTV Market
 - 3.2.1 Crisis for China's DTV Development
 - 3.2.2 Major Problems in DTV Development
- 3.3 Analysis on Investment and Financing of China's DTV Market
 - 3.3.1 State-owned Capital
 - 3.3.2 Private Capital

3.3.3 Foreign Capital

4 ANALYSIS ON DTV TECHNOLOGY

4.1 Overview of DTV Technology

4.1.1 Development Course of DTV Technology

4.1.2 Introduction of Related DTV Technology

4.1.3 DTV Patent

4.1.4 DTV Terrestrial Broadcasting Technology

4.2 Analysis on Core DTV Technology

4.2.1 Chip Design

4.2.2 Software

4.2.3 Conditional Access

4.2.4 Set-top Box (STB) System Integration

5 INDUSTRIAL STANDARDS AND DEVELOPMENT MODE OF CHINA'S DTV INDUSTRY, 2009-2010

5.1 Analysis on China's DTV Standards

5.1.1 Standardization Progress of China's DTV Industry

5.1.2 Opportunities and Challenges in China's DTV Standardization Progress

5.2 Analysis on Operation Mode of China's DTV Industry

5.2.1 Qingdao Mode

5.2.2 Hangzhou Mode

5.2.3 Foshan Mode

5.2.4 Taiyuan Mode

6 OVERVIEW OF CHINA'S DIGITAL STB INDUSTRY

6.1 Related Concepts of Digital STB

6.1.1 Definition of Digital STB

6.1.2 Functions of Digital STB

6.2 Development Status of China's Digital STB Industry

6.2.1 Overview of China's Digital STB Industry

6.2.2 Analysis on Characteristics of China's DTV STB Market

6.2.3 Scale of China's Cable DTV STB Market

6.2.4 Competition in China's Cable DTV STB Market

6.2.5 Development Trend of China's Cable DTV STB Market, 2011-2012

7 ANALYSIS ON KEY REGIONS OF CHINA'S DTV INDUSTRY

7.1 Shanghai

7.1.1 Overview of Shanghai DTV Industry

7.1.2 Prediction on Development of Shanghai DTV Industry

7.2 Shenzhen

7.2.1 Overview of Shenzhen DTV Industry

7.2.2 Prediction on Development of Shenzhen DTV Industry

7.3 Hangzhou

7.4 Qingdao

7.5 Taiyuan

7.6 Foshan

8 ANALYSIS ON MAJOR OPERATION ENTERPRISES OF CHINA'S DTV INDUSTRY

8.1 Shanghai Oriental Pearl (Group) Co., Ltd.

8.1.1 Corporate Profile

8.1.2 Corporate DTV Operations

8.1.3 DTV Development Strategy

8.2 Wasu Digital TV Media Group Co., Ltd.

8.3 Qingdao Cable TV Network Center

8.4 Beijing Gehua Cable TV Network Co., Ltd.

8.5 Others

9 ANALYSIS ON FACTORS INFLUENCING DEVELOPMENT OF CHINA'S DTV INDUSTRY, 2011-2012

9.1 Analysis on Entry and Exit Barriers of China's DTV Industry

9.1.1 Entry Barrier Analysis

9.1.2 Exit Barrier Analysis

9.2 Prediction on Policy Environment of China's DTV Industry, 2011-2012

9.3 Prediction on Market Environment of China's DTV Industry, 2011-2012

10 PREDICTION ON DEVELOPMENT AND INVESTMENT OF CHINA'S DTV INDUSTRY, 2011-2012

10.1 Prediction on Market Scale of China's DTV Industry, 2011-2012

10.2 Prediction on Investment Opportunities of China's DTV Industry, 2011-2012

10.2.1 Investment Opportunities of DTV Equipment Manufacturers

10.2.2 Investment Opportunities of DTV Operation Enterprises

10.2.3 Investment Opportunities of DTV Content Providers

Selected Charts

SELECTED CHARTS

Chart Structure of DTV Industry Chain

Chart China's GDP, 2005-2010

Chart Major Policies of China's DTV Industry, 2003-2010

Chart Quantity of China's DTV Subscribers, 2005-2010

Chart Operation Revenue of China's DTV Industry, 2005-2010

Chart Operations of Shanghai Oriental Pearl (Group) Co., Ltd., 2005-2010

Chart Prediction on Quantity of China's DTV Subscribers, 2011-2015

Chart Scale Comparison between American and Chinese DTV Subscribers, 2010

Chart Introduction of Terrestrial DTV Terminal

Chart Prediction on Scale of China's DTV Terminal Equipment Market, 2011-2015

Chart Prediction on Market Scale of China's DTV Content, 2011-2015

I would like to order

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

Product link: <https://marketpublishers.com/r/R0C7F66840BEN.html>

Price: US\$ 2,200.00 (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/R0C7F66840BEN.html>