

China's CMMB Market Update: Exclusive Cooperation With TD Lags CMMB Market Growth

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Report Summary

At the end of September 2009, China Mobile and Satellite Broadcasting Corporation (CBC) had set up 26 regional branches in charge of China Mobile Multimedia Broadcasting (CMMB) operation in 26 provinces. And CMMB's network coverage has extended to 191 cities.

However, CBC has only developed 3.5 million subscribers so far, which is far behind its 10 million subscriber target in 2009. In-Stat believes there are multiple reasons for the shortfall, the most important of which is that CMMB services are no longer free of charge.

In-Stat has also adjusted our forecast on CMMB subscribers due to the impact of exclusive cooperation between CMMB and TD-SCDMA.

To better understand the impact of the exclusive cooperation brought to the CMMB market, the report first gives an update of China's CMMB market status and outlines the key factors for the slow growth. Then it presents analysis showing how the exclusive cooperation between TD-SCDMA and CMMB affects CMMB's growth. Finally, the report gives an updated forecast of the CMMB market over the next five years.

HIGHLIGHTS

- As of September 2009, CBC had established 26 regional branches and covered 191 cities with its networks.
- However, CMMB has only garnered 3.5 million subscribers so far, which is much lower than CBC's 10 million subscriber target in 2009.
- In-Stat believes the main reason for the slower CMMB development in 2009 is prematurely charging for services.
- The exclusive cooperation with TD-SCDMA will slow down CMMB's development over the next three years.

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In This Update

Introduction 1

China's CMMB Market Status Update..... 3

 Regional Operational Corporation Spreads to 26 Provinces 3

 Device Market Update: Ceasing of CMMB Phone Market..... 3

 Chipset Market Update: SIANO Climbing Up 4

 Novel SuperTV Selected as Second CA Provider 4

Latest Market Trends..... 5

 CBC Gains Money, Not Subscribers..... 5

 Shortage of TD-CMMB Handsets 5

 TD-SCDMA's Slow Development..... 5

CMMB Forecast Update 7

List of Figures

Figure 1. CMMB Chipset Vendor Breakdown 3Q09 4

Figure 2. TD-SCDMA Subscriber Forecast, 2009–2013 (in Millions) 6

Figure 3. CMMB Subscriber Forecast, 2009–2013 (in Millions) 7

Figure 4. CMMB Receiving Chipset Revenue Forecast, 2009–2013 (US\$ in Millions) 8

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