

**China's Cable STB Update Report:
HD STB Will Boom In 2012**

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Report Summary

2009 marked the sixth year of the digitization of cable TV in China. Cable subscribers numbered more than 163 million and digital cable subscribers accounted for about 40% of the total, reaching 65 million. While the whole system shift experienced steady growth, growth will be negative for basic STBs in coming years.

However, in China, a new potential market for HD STBs is blooming, prompting In-Stat to predict that shipments of HD STBs will reach more than 19 million by 2014, while revenues reach US\$1.3 billion during the same period.

This report examines the changes taking place as the market moves from SD to HD STBs, analyzes the main difficulties hindering the development of HD STBs and how these things will affect HD STBs' future development. Also, market trends and other detailed drivers/ barriers to the forecasts are provided in this report.

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