

The Web TV Market in China: Emerging on Medium-Sized TVs and Household Tablets

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Executive Summary

- China's Web TV set market kicked off in 2009 with XX million in unit shipments.
- The success of the Web TV set market in 2009 was not only because of the low BOM for the Web TV module, but was also driven by the competition between all of the giant TV vendors in China.
- However, the value chain for the Web TV set market in China is not yet mature. Presently Web TV set vendors are acting as Web TV content service providers to prevent pirated content from other Internet video websites and BT download websites. As a result, the content available for Web TV sets is very outdated.
- Wi-Fi and VoIP functionality is likely to be activated for the Web TV set market in 2010. Internet connectivity tends to be a standard feature for large sized TVs, and will emerge on medium sized TVs in 2010.
- China's Web TV STB market has faced some difficulties in the retail market due to its high selling price and limited sales channels.
- Due to the fact that most retail Web TV STBs support pirated content, there is currently no famous brand for Web TV STBs, causing a very fragmented market.
- Because Web TV has offered telecom operators another way to occupy TV screens besides IPTV, some local operators have already deployed Web TV STBs at no additional charge with a high bandwidth subscriptions.
- In late 2009, telecom operators also launched the "M-touch," a household tablet. In the near future, household tablets will connect to a TV and act as a mobile Web TV STB.
- In-Stat believes that the B2C channel will be the main retail channel for Web TV STBs, and gaming applications will drive Web TV STB's hardware performance.

Report Summary

China's Web TV market kicked-off in 2009, with XX million Web TV set shipments and XX million Web TV STB shipments. The fast development of the Web TV set market is driven by the competition between all the domestic giant TV vendors, and the low additional cost for a Web TV set helped it to gain wide user acceptance.

The Web TV STB market, on the other hand, faces difficulties owing to its limited sales channel and to high retail pricing. Some telecom operators are deploying Web TV STBs along with subscriptions to their high bandwidth Internet access, but they do so while keeping a low profile due to regulation concerns.

China's Web TV market has a golden opportunity under the triple-play policy: the value chain is maturing, a new business model is emerging, and new services and applications demanded by users will also drive the hardware evolution.

This PowerPoint report analyzes both China's Web TV set and STB markets, outlines the market status, value chain, and ecosystem, gives in-depth analysis on future Web TV applications and devices evolution, examines the trends in China's Web TV market, and provides forecasts on Web TV shipments and ASPs over the next five years.

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- Ecosystem Analysis

- Regulatory Impacts

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