

**Satellite TV in China: Potential US\$4 Billion
Receiving Device Market by 2012**

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December 2008

Report Summary

On June 9, 2008, the Zhongxing-9 broadcasting satellite was launched from the Xichang Satellite Launch Center in southwestern China. The satellite was used for live television broadcasts prior to the Beijing Olympic Games.

The Zhongxing-9 satellite uses China's home-grown broadcasting standard, ABS-S, and broadcasts 48 standard-definition and high-definition channels to those areas of central and western China that cable TV cannot reach.

As of now, there are over 100 million cable TV subscribers in China. Almost 30 million of these received cable via the State Administration of Radio, Film, and Television (SARFT) policy of whole system shift; however, there remain about 200 million households with a TV set but no cable connection; these currently receive TV signals via analog terrestrial transmission or illegal satellite STB and antennae; as such, the launch of Zhongxing-9 should generate a huge market for satellite receiving systems and their related chipsets.

This report examines the value chain of China's satellite TV industry, analyzes the market drivers and barriers, and provides market forecasts.

What Information is Contained in this Report?

- Subscriber and equipment forecasts and details of the regions covered
- The current status of China's satellite TV market
- The value chain of China's satellite TV market
- Vendor profiles
- Current business models in China's satellite TV industry

HIGHLIGHTS

- China has more than 200 million households with a TV set but no cable connection, this underscores the huge potential of the satellite TV market.
- Currently, Zhongxing-9 content is free for both viewers and content integrators; however, we believe that within three years content integrators will be charged for programming or a series of premium channel packages will be introduced.
- In-Stat estimates that Zhongxing-9 viewing households will number 54.9 million by 2012.

Who Will be Interested in This Report?

- Satellite TV receiving chipset providers
- Satellite TV receiving device providers
- Investment organizations

Whose Needs Does This Report Address?

- Satellite receiving chipset vendors
- Companies providing satellite broadcasting and receiving systems
- Operators in China's satellite TV market
- Companies interested in entering China's satellite TV market
- The financial community

What Questions Does This Report Answer?

- What is the current size of China's satellite TV market?
- Who are its main players?
- Who are the leading suppliers in the satellite chipset market?
- What are the expectations for future growth?

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Methodology

Primary and secondary sources of information were used in preparation of this report and consist of the following:

- Secondary research on China's satellite TV market, its value chain, and the roles played by different participants.
- Face-to-face or telephone interviews conducted with experts in the satellite TV field to develop a clearer picture of the value chain.
- Face-to-face or telephone interviews conducted with receiving-device and broadcasting technology structure solution engineers to better understand system solutions and components.

In-Stat has also conducted interviews with Availink, NationalChip, and SARFT.

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