



# **China Digital TV Operation Report, 2010-2011**

**Apr. 2011**

## ***This report***

- ◆ **Analyzes the market development and related policies of China TV operation.**
- ◆ **Focuses on the market research of China TV operation ,such as cable TV operation , satellite TV operation , terrestrial TV operation and IPTV operation .**
- ◆ **Highlights the operation and development strategy of China DTV operators.**

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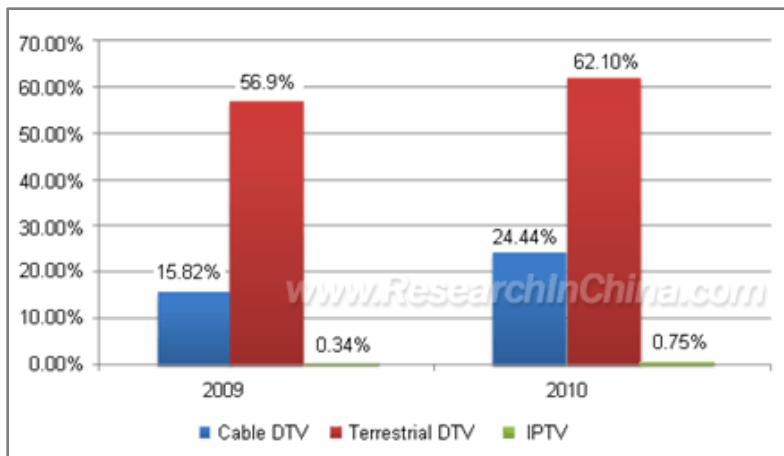
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## Abstract

The number of cable digital television (DTV) subscribers soared from 190 thousand in 2003 to 100.44 million in 2010 in China, with the coverage of 24.4%. In the meantime, benefiting from its interactivity, IPTV has won the favor of TV subscribers and the market prospect is promising since the number of subscribers will exceed 10 million in the near future. In the field of digital terrestrial television (DTT), despite the increasing subscriber coverage, large-scale market operation other than providing free programs hasn't been carried out in most regions except a few provinces and municipalities.

**DTV Coverage in China, 2009-2010**



Source: ResearchInChina

Currently, the main business and income source of cable TV network operators are cable access service and basic license fee. Due to regional monopoly, cable TV network operators undergo lower pressure of competition and their operating income is relatively stable. Meanwhile, the operating income of value-added service and broadband access service increased over 80% in 2010.

As of 2010, Hunan TV & Broadcast Intermediary Co., Ltd. had more than 3.5 million cable TV subscribers. In the first half of 2010, with 366.7 thousand subscribers switched to DTV and the number of set-top boxes totaling 3134 thousand, it achieved operating income of RMB 3.118 billion, ranking first among its counterparts.

Beijing Gehua CATV Network Co., Ltd. had 4.26 million registered cable TV subscribers and a total of 2.48 million DTV subscribers, coming out top among its peers. Meanwhile, as STBs are provided to subscribers for free, the number of HD interactive DTV subscribers increased rapidly to 1.3 million by the end of 2010, ranking first place in China.

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