



**China Digital TV Transmitter Industry  
Report, 2013**

**Oct. 2013**

## STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## INFORMATION SOURCES

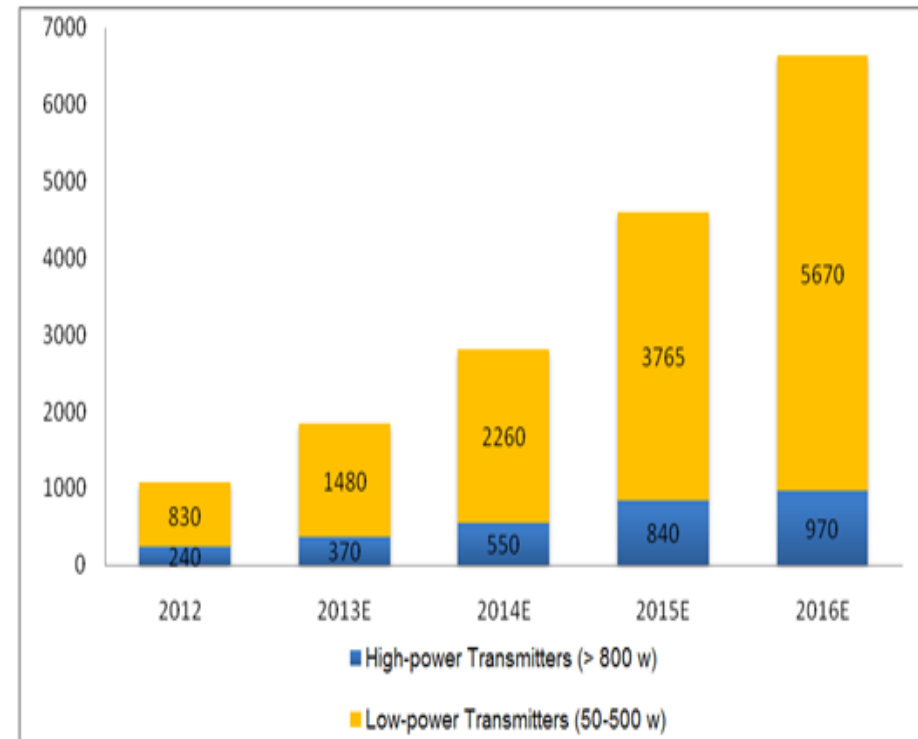
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

According to the planning of the State Administration of Radio, Film and Television (SARFT), China in 2015 will shut down analog TV and complete the integral transition of cable TV from analog to digital. By the end of April 2013, there have been 146,189,000 cable DTV subscribers in China, with cable digitization of approximately 68.12% (number of cable TV subscribers = 214,590,000), far behind the completion of integral transition in 2015.

In February 2012, the Ministry of Industry and Information Technology (MIIT) issued the 12th Five-Year Plan for Digital TV & Digital Home Industries. The Plan stresses the need to build a complete technology chain and industry chain, to promote industrial development by application and spur the development of chip and key components by complete machine, and to build public service system, as well as puts forward specific development priorities of six major sectors, i.e. digital TV terminal equipment, digital broadcast TV head-end equipment, digital home equipment, audio CD equipment, video surveillance equipment and application service platform.

**China's Demand for Digital TV Transmitters, 2012-2016**



Source: SARFT.net researchinchina China DTV Transmitter Industry Report, 2013

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Digital TV and digital home industrial scale has expanded rapidly. During the 11th Five-Year Plan period, DTV-oriented audio-visual industry sales rose from 396.7 billion yuan to 1.0039 trillion yuan. The 12th Five-Year Plan indicates that compared with 2010, audio-visual industry sales value will double by 2015 to 2 trillion yuan, with compound annual growth rate of about 15%.

This will bring transmission equipment (including transmitter) suppliers a broad market. In addition, the promotion and application of the Next Generation Broadcasting Network (NGB) in China will also fuel the demand for high-tech transmitters.

### **China DTV Transmitter Industry Report, 2013 mainly covers the followings:**

- ✘ Overview of DTV transmitter industry in China, involving industry development history, policies and regulations, market size, development status, future development trends, etc.;
- ✘ Development of DTV transmitter-related industries in China, including market size, technology trends, development prospects of digital TV, set-top box, broadcasting and TV media, etc.;
- ✘ Profile, financial data, flagship products, technical features, the latest development trends of 10 companies including Beijing Tongfang Gigamega Tech. Co., Ltd., Beijing BBEF Science & Technology Co., Ltd., Fujian Sunnada Communication Co., Ltd., Dalian Toshiba Broadcasting Systems Co., Ltd., Allwin Telecommunication Co., Ltd..

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