

## China Research Topical Report

## China DTV and D-STB Market Shining after Stimulus and ABS-S Expansion Plans

By Vincent Gu, Analyst

**Forecast****Frequency, Time Period**

- 5-year annual forecast

**Measures**

- Units
- Shipment
- Market Share

**Regions, Markets**

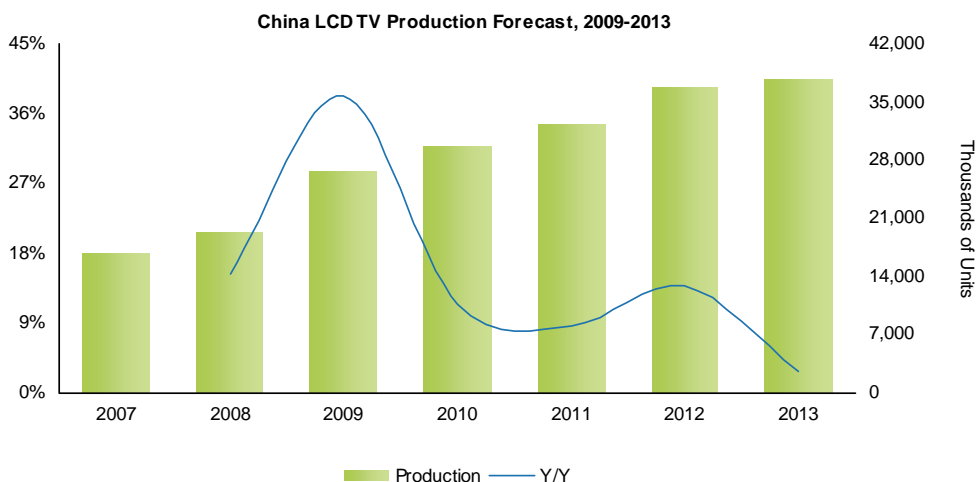
- China

**Applications/Products Covered**

- Production and Forecast for: LCD TV market, DTMB market, ABS-S market, DVB-S market, STB-Terrestrial, STB-Cable and STB-Satellite

Due to the economic recession, China's DTV and STB market became more attractive during the course of the first half of 2009 and will flourish in the next four years. LCD-TV production for China's domestic OEMs reached 15.2 million units in the first half of 2009 with this number forecasted to reach 26.7 million units for all of 2009 – an increase of 38% from 2008. This is mostly the result of the government's active stimulation policy. This number is set to grow to 37.9 million units by 2013.

This semi-annual report on the design dynamics of China's DTV and STB industry provides key competitive and design-in/design-win analysis in the supply chain in the first half of 2009. It includes a market forecast from 2009 to 2013 focused on the TV market (LCD-TV, iTV, SKD/CKD Board); the STB market both export and domestic (STB-Cable, STB-Terrestrial, DTMB and STB-Satellite include DVB-S/DVB-S2 and ABS-S), product development trends, OEM providers' shipments in both domestic and export, semiconductor vendor market share in every segment and leading OEM companies' design platform, profiles of China's domestic semiconductor companies in China's DTV and D-STB industry. At the same time, this report analyzes the ecosystem and food chain for both new markets of China's DTMB and ABS-S in China and the market forecast/food chain.

**Critical Questions Answered**

- What are the main forces driving the Chinese DTV and STB market?
- What is the production forecast for iTV, LCD-TV and Domestic LCD-TV?
- Who are China's leading LCD-TV Manufacturers?
- What is the shipment forecast in both domestic and export markets for the China STB-T, STB-C, and STB-S market?

**Who Should Read This?**

- TV/STB Semiconductor Suppliers
  - Executives
  - Marketing
  - Business Development
- TV/STB OEMs
  - Executives
  - Marketing
  - Business Development

**Lead Analyst****Vincent Gu, Analyst**

At iSuppli, Vincent is responsible for research on foundries, fabless firms, IDMs, assembly and test market in China. He also studies China's DTV ICs market and assists with Competitive Landscaping Tool (CLT) and consulting projects.

Prior to joining iSuppli, Vincent was a marketing specialist at Pixelworks, where he was responsible for providing marketing analysis to the company's marketing division and top managers. He has also served as a marketing engineer at SMIC, where he was responsible for developing Multi-project-wafer (MPW) market to China fabless companies.

Vincent earned his bachelor's of Mathematic from Shandong University and master degree of Microelectronics from Shanghai University.

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