

# CHINA STBs MARKET and CSC ENERGY CONSERVATION PRODUCT PROGRAMME for STBs

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# China TV Market

|                       |             |
|-----------------------|-------------|
| Television households | 380,000,000 |
|-----------------------|-------------|

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|                             |             |
|-----------------------------|-------------|
| Cable television households | 138,600,000 |
|-----------------------------|-------------|

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|                               |            |
|-------------------------------|------------|
| Digital television households | 12,650,000 |
|-------------------------------|------------|

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|   |             |
|---|-------------|
| <u>DTV Penetration of TV households</u> | <u>3.3%</u> |
|---|-------------|

Source: SARFT, 2006



# Government Policies

***In the 10th Five-year Plan and Long Term Plan of the Year 2010 for Broadcast Movie and Television Technology:***

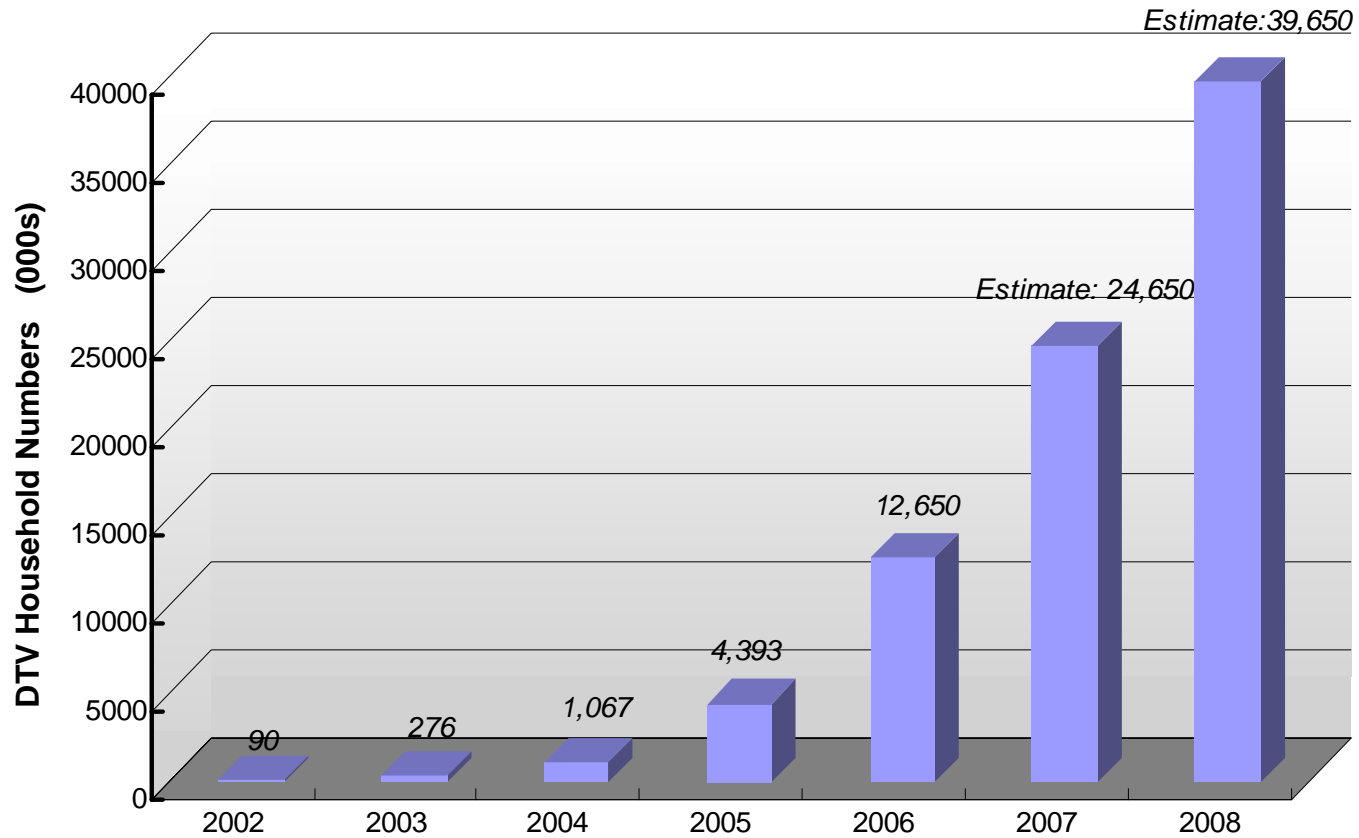
@ year 2010: Digital TV broadcasting shall cover the national side;

@ year 2015: Stop analog TV broadcasting.

***2008 Olympic programme*** will be transmitted by HDTV.

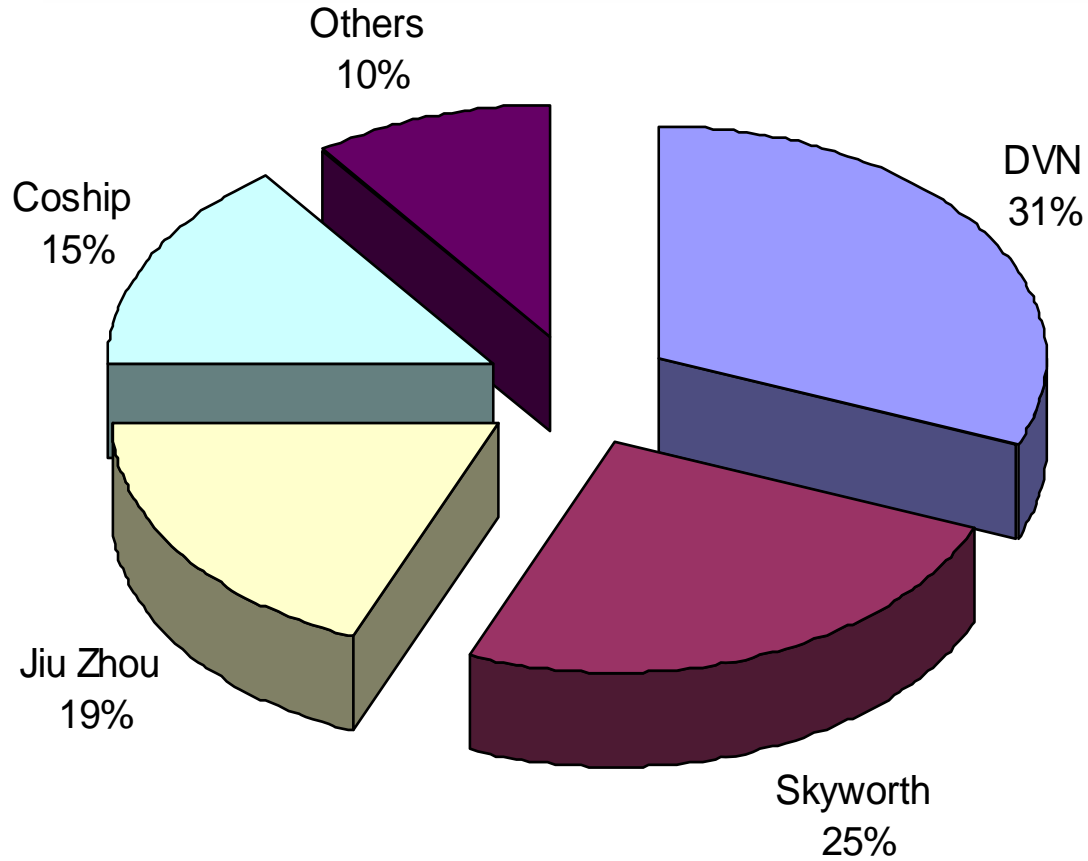
***State Administration of Radio, Film and Television (SARFT)*** is launching the national 'Integral Transition to Digital Cable TV' programme to fulfill the Plan.

# Growth of Digital TV Households

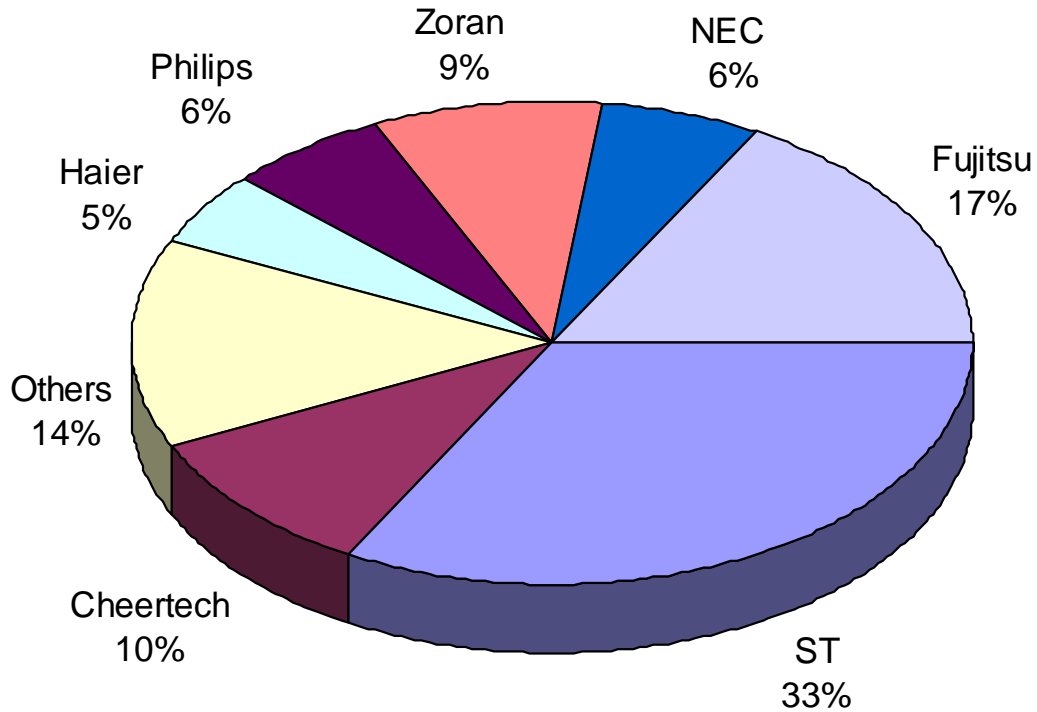


Sources: SARFT, 2006

# China STBs Market Share



# STBs Processor Market Share



# DVB-C STBs

- Digital cable TV STBs occupy over 90% STBs market in China.
- The cable TV operators and industries adopt European DVB-C standard as current industry standard.
- ‘Integral Transition to Cable DTV’ has been launched by the local cable TV operators, distributing the simple STBs to original cable TV households, free of charge.
- The DVB-C STBs in China market (both simple ones and complex ones), are STBs **with conditional access (CA) support**.

# CSC Energy Conservation Product Labeling Programme for STBs

- CSC launched the research on DVB-C STB market in 2005, cooperating with AGO, LNBL, and UK-MTP Project.

@ the average standby power is 7.5 W and the average on-mode power is 13.25 W.

@ CSC estimates that currently, all China DVB-C STBs consume 841 GWh/year, cost consumers \$53 million annually to power their appliances.

@ In 2010, this number may rise to 4,435GWh/year, based on market estimation, cost consumers over \$278 million annually to power their appliances.

@ According to the above estimation, the energy saving by improving STBs energy efficiency will be considerable.

# CSC Energy Conservation Specification for DVB-C STBs (Draft)

CSC has finished the draft of the Energy Conservation Specification for DVB-C STBs :

## Scope and definition:

A simple STB:

- (1) with Conditional Access support
- (2) to receive and decode digital cable broadcast signals
- (3) including Standard definition (SD) decoding (video transport streams are MPEG 2 MP@ML ) and High definition (HD) decoding (video transport streams are MPEG 2 MP@HL).

# CSC Energy Conservation Specification for DVB-C STBs (Draft)

## Technical Criteria:

| Mode                  |                | Targets |
|-----------------------|----------------|---------|
| Standby Passive       |                | 1W      |
| ON                    | SD TV services | 8W      |
|                       | HD TV services | 12W*    |
| Automatic Switch Time |                | 4 hours |

*\*12W: To be decided*

# CSC Energy Conservation Specification for DVB-C STBs (Draft)

## Test Procedure

- Be developed with the consideration of international harmonization;
- Based on the new *IEC 62087 Ed.2* and *China Industry Specification GD/J 12*.

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