

ASIA PACIFIC PAY-TV & BROADBAND MARKETS

2009

The Authoritative Guide to
the Future of Broadband
Digital Content, Distribution
& Technology In Asia

Asia Pacific Pay-TV & Broadband Markets 2009 (AP 2009) represents Media Partners Asia's 8th annual analysis of Asia's pay-TV and broadband industries. The report offers the definitive guide to the commercial distribution of analog and digital multi-channel TV services as well as broadband, telephony and high definition digital TV (HDTV), video-on-demand (VOD) and personal video recorders (PVR) over cable, direct-to-home (DTH) satellite, and IP-enabled DSL and fiber networks, in 16 Asian markets. Additional features include sections dealing with advertising, mobile, regulation, content, digital TV technology, and investment and financial benchmarks.

The AP series is established as the only authoritative reference of its kind, based on MPA's independent analysis of information provided by operators, broadcasters, investor groups, technology suppliers and various regulatory agencies. All of this leverages MPA's domestic partnerships and industry relationships in key markets such as China, India, Japan, Korea, Taiwan, ASEAN and Australasia as well as the strength of its analysts and editorial team.

In addition to its historical indicators and forecasts from 2003 – 18, AP 2009 offers plenty of new features including:

- » Detailed analysis of the impact of the economic downturn on advertising and subscription demand
- » Expanded analysis of pay-TV deployment including detailed forecasts on DTV subs and revenues
- » Critical analysis and forecasts next generation pay-TV platforms including IPTV and mobile TV
- » First time analysis and forecasts on subs and revenues for SDTV, HDTV, VOD, PVR, and PPV/NVOD
- » Expanded analysis of broadband distribution with data and forecasts for deployment on cable DOCSIS 2.0 and 3.0, xDSL and fibre, and wireless
- » Key drivers of pay-TV content markets with a strategic evaluation of how distribution platforms are spending their money
- » Exclusive economic analysis of the performance of distribution platforms as well as broadcasters/content suppliers
- » Updates on regulatory developments, investment transactions and trends for the future

To order Asia Pacific Pay-TV & Broadband Markets 2009, complete and return the order form on page 11

Table Of Contents

Executive Summary

Methodology & Definitions

Overview

Key Themes

Regional Market Rankings (16 Markets, 2008/2013/2018)

Regional Market Projections (16 Markets, 2003-2018)

- » Population
- » Total Households
- » TV Homes
- » TV Penetration of Total Households
- » Multichannel Pay-TV Subs
- » Multichannel Pay-TV Penetration of TV Homes
- » Digital Pay-TV Subs
- » Digital Pay-TV Penetration of TV Homes
- » Digital Penetration of Total Pay-TV Subs
- » HD Pay-TV Subs
- » HD Pay-TV Penetration of TV Homes
- » HD Penetration of Total Digital Pay-TV Subs
- » PVR Subs
- » PVR Penetration of Total Digital Pay-TV Subs
- » Cable TV Subs
- » Cable TV Penetration of TV Homes
- » Digital Cable TV Subs
- » Digital Cable TV Penetration of TV Homes
- » Digital Cable TV Penetration of Total Cable TV Subs
- » DTH Satellite Subs
- » DTH Satellite Penetration of TV Homes
- » IPTV Subs
- » IPTV Penetration of TV Homes
- » Cable TV Share of Total Pay-TV Subs
- » DTH Satellite Share of Total Pay-TV Subs
- » IPTV Share of Total Pay-TV Subs
- » Digital Cable TV Share of Digital Pay-TV Subs
- » DTH Satellite Share of Digital Pay-TV Subs
- » IPTV Share of Digital Pay-TV Subs
- » HD Cable Subs
- » HD DTH Subs
- » HD IPTV Subs
- » Cable PVR Subs
- » DTH PVR Subs
- » IPTV PVR Subs
- » Broadband Internet Subs
- » Broadband Internet Penetration of Total Households (excl. wireless)
- » Broadband Internet Penetration of Population (incl. wireless)
- » Cable Modem Broadband Subs
- » ADSL Broadband Subs
- » FTTx Broadband Subs
- » Wireless Broadband Subs
- » Cable Share of Broadband Subs
- » ADSL Share of Broadband Subs
- » FTTx Share of Broadband Subs
- » Wireless Share of Broadband Subs
- » Cable Telephony Subs

- » Total Pay-TV Industry Revenue
- » Multichannel Pay-TV Subscription Revenue
- » Multichannel Pay-TV Monthly ARPU
- » Net Pay-TV Advertising Revenue
- » Multichannel Analog Pay-TV Subscription Revenue
- » Multichannel Digital Pay-TV Subscription Revenue
- » Multichannel SD Pay-TV Subscription Revenue
- » Multichannel HD Pay-TV Subscription Revenue
- » Multichannel VAS Subscription Revenue
- » Multichannel VOD Revenue
- » Multichannel PVR Revenue
- » Multichannel PPV/NVOD Revenue
- » Total Cable TV Revenue
- » Total DTH Satellite Revenue
- » Total IPTV Revenue
- » Cable TV Monthly ARPU
- » DTH Satellite Monthly ARPU
- » IPTV Monthly ARPU
- » Cable TV Subscription Revenue
- » DTH Satellite Subscription Revenue
- » IPTV Subscription Revenue
- » Cable TV Net Advertising Revenue
- » DTH Satellite Net Advertising Revenue
- » IPTV Net Advertising Revenue
- » Cable TV Share of Total Pay-TV Industry Revenue
- » DTH Satellite Share of Total Pay-TV Industry Revenue
- » IPTV Share of Total Pay-TV Industry Revenue
- » Broadband Industry Subscription Revenue (Incl. cable telephony)
- » Broadband Monthly ARPU
- » ADSL Monthly ARPU
- » FTTx Monthly ARPU
- » Cable Modem Broadband Monthly ARPU
- » Wireless Broadband Monthly ARPU
- » Cable Telephony Monthly ARPU
- » ADSL Subscription Revenue
- » FTTx Subscription Revenue
- » Cable Modem Broadband Subscription Revenue
- » Wireless Broadband Subscription Revenue
- » Cable Telephony Subscription Revenue
- » Total Cable Broadband Industry Sub Revenue
- » Total Telco Broadband (BB + IPTV) Industry Revenue
- » Total Pay-TV + Broadband Industry Revenue
- » Pay-TV as % of Total Pay-TV and Broadband Industry Revenue
- » Broadband Internet and Telephony as % of Total Pay-TV and Broadband Industry Revenue

Regional Broadband Pay-TV Operators

Sector Highlights

- » Asia Pacific Broadband Pay-TV Development: Summary Analysis

Sector Analysis

- » Leading Operators: Ranked by Pay-TV Subs (Y/E Dec. 2008)
- » Leading Operators: Ranked by Digital Pay-TV Subs (Y/E Dec. 2008)
- » Leading Operators: Ranked by Broadband Internet Subs (Y/E Dec. 2008)
- » Leading Operators: Ranked by Telephony Subs (Y/E Dec. 2008)
- » Leading Operators: Ranked by Monthly Pay-TV ARPU
- » Leading Operators: Ranked by Monthly Broadband ARPU

- » Leading Operators: Ranked by Turnover
- » Leading Operators: Ranked by EBITDA Profit
- » Leading Operators: Ranked by EBITDA Margin
- » Listings for Regional Broadband Pay-TV Operators

Regional Broadcasters

Sector Highlights

- » Leading Asia Pacific Pay-TV Broadcasters: Financial Indicators
- » Pay-TV Channel Economics

Sector Analysis

Market Analysis

Market Rankings (2008/2013/2018)

- » Pay-TV Channels: Total Revenue
- » Pay-TV Channels: Subscription Revenue
- » Pay-TV Channels: Advertising Revenue
- » Pay-TV Channels: Advertising Revenue Portion of Total Channel Revenue
- » Pay-TV Channels: Subscription Revenue Portion of Total Channel Revenue
- » Pay-TV Channels: Total Average Monthly Revenue Per Sub
- » Pay-TV Channels: Distribution Margin

Market Projections (2003-2018)

- » Pay-TV Channels: Total Revenue
- » Pay-TV Channels: Subscription Revenue
- » Pay-TV Channels: Advertising Revenue
- » Pay-TV Channels: Advertising Revenue Portion of Total Channel Revenue
- » Pay-TV Channels: Subscription Revenue Portion of Total Channel Revenue
- » Pay-TV Channels: Total Average Monthly Revenue Per Sub
- » Pay-TV Channels: Share of Total Pay-TV Industry Subscription Revenue

Listings for Regional Broadcasters

Regional Digital & Interactive

Sector Highlights

- » Asia's Digital Transformation
- » Leading Asia Pacific Digital Pay-TV Operators: Ranked by Digital Pay-TV Subs (Y/E Dec. 2008)
- » Digital Sub Revenue: Leading Markets (CYE Dec. 2008)
- » Digital Pen./TVHH: Leading Markets (Y/E Dec. 2008)

Market Analysis

Market Rankings (2008/2013/2018)

- » Digital Pay-TV Subs
- » Digital Pay-TV Penetration of TV Homes
- » Digital Penetration of Total Pay-TV Subs
- » HD Pay-TV Subs
- » HD Penetration of TV Homes
- » PVR Subs
- » PVR Penetration of Digital Subs
- » Digital Cable TV Subs
- » Digital Cable TV Penetration of TV Homes
- » Digital Cable TV Penetration of Total Cable TV Subs
- » DTH Satellite Subs
- » DTH Satellite Penetration of TV Homes
- » IPTV Subs
- » IPTV Penetration of TV Homes

Market Projections (2003-2018)

- » Digital Pay-TV Subs
- » Digital Pay-TV Penetration of TV Homes
- » Digital Penetration of Total Pay-TV Subs

- » HD Pay-TV Subs
- » HD Pay-TV Penetration of TV Homes
- » PVR Subs
- » PVR Penetration of Total Digital Pay-TV Subs
- » Digital Cable TV Subs
- » DTH Satellite Subs
- » IPTV Subs
- » Digital Cable TV Penetration of TV Homes
- » Digital Cable TV Penetration of Total Cable TV Subs
- » DTH Satellite Penetration of TV homes
- » IPTV Penetration of TV homes

Listings for Digital Software & Hardware Providers

Regional Mobile TV

Sector Highlights

- » Asia Pacific Regional Mobile Subs
- » Mobile TV and 3G Market Comparison

Sector Analysis

- » Asia Pacific Regional 3G Subs
- » Asia Pacific Mobile TV Pay Subs
- » Asia Pacific Mobile TV Free Subs
- » Asia Pacific Mobile TV Subscription Revenue
- » Mobile Broadcast Launch Dates

Market Briefs

- » Listings for Mobile TV Operators

Regional Broadcasting & Pay-TV Finance

Sector Highlights

Sector Analysis

- » Asia Pacific Broadband Pay-TV Operator Valuations
- » Leading Asian Pay-TV & Broadcasting Winners & Losers (Ranked by 2008 Year-To-Date Gains/Losses)
- » Leading Asia Pacific Broadband Pay-TV Operators: Ranked by Turnover
- » Leading Asia Pacific Pay-TV Operators: Ranked by EBITDA
- » Leading Asia Pacific Broadband Pay-TV Operators: Ranked by EBITDA Margin
- » Leading Asia Pacific Broadband Pay-TV Broadcasters: Ranked by Turnover
- » Leading Asia Pacific Broadband Pay-TV Broadcasters: Ranked by EBITDA
- » Leading Asia Pacific Broadband Pay-TV Broadcasters: Ranked by EBITDA Margin
- » Asia Pacific Pay-TV & Broadcasting Mergers & Acquisitions (2008)
- » Asia Pacific Pay-TV & Broadcasting Bonds (2008)
- » Asia Pacific Pay-TV & Broadcasting IPOs (2008)

Listings for Strategic Investors, Financial, & Venture Cap Investors, Investment Banks

Regional Regulation

Sector Highlights

Sector Analysis

Listings for Regulatory Bodies & Associations

Australia

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Australia Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » Foxtel

- » Austar United Communications
- » SingTel Optus
- » Telstra Corp.

Pay-TV Prices & Packs

- » Foxtel
- » Austar United Communications

Internet Prices & Packs

- » Telstra BigPond

China**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**China Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » Beijing Gehua Cable TV Network
- » Oriental Cable TV Network
- » Shenzhen Topway
- » China Cable Network
- » China Cablecom Holdings
- » China Telecom

Pay-TV Prices & Packs

- » Shenzhen Topway

Hong Kong**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**Hong Kong Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » i-Cable Communications
- » PCCW
- » TVB Pay Vision
- » City Telecom

Pay-TV Prices & Packs

- » i-Cable Communications
- » PCCW
- » TVB Pay Vision
- » Internet Prices & Packs
- » i-Cable Communications, PCCW

India**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**India Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » Wired and Wireless (India) Ltd.
- » Hathway Cable & Datakom
- » InCable
- » Digital Entertainment Networks (DEN) Pvt. Ltd
- » Digicable

- » Dish TV India Ltd.
- » Tata Sky Ltd.
- » Sun Direct TV (P) Ltd.
- » Reliance Communications
- » Bharti Airtel Ltd.

Pay-TV Prices & Packs

- » InCable
- » Dish TV India Ltd.
- » Tata Sky
- » Sun Direct TV (P) Ltd.
- » Reliance Big TV
- » Bharti Airte

Indonesia

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Indonesia Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » PT MNC Sky Vision
- » PT Indonusa Telemedia
- » PT First Media
- » PT Karyamegah Adijaya

Pay-TV Prices & Packs

- » Indovision
- » TelkomVision
- » PT First Media
- » Aora

Japan

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Japan Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » Jupiter Telecommunications (J:COM)
- » Sky Perfect JSAT
- » Japan Cable Net
- » Nippon Telephone & Telegraph Corp. (NTT)

Pay-TV Prices & Packs

- » Jupiter Telecommunications (J:COM)
- » Sky Perfect Communications
- » NTT Flets

Internet Prices & Packs

- » Jupiter Telecommunications (J:COM)

Korea

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Korea Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » Tbroad
- » CJ Hello Vision
- » Cable & Multimedia (C&M) Communications
- » SkyLife
- » Hyundai Communications and Network (HCN)
- » Korea Telecom
- » SK Broadband
- » LG Dacom

Pay-TV Prices & Packs

- » CJ Hello Vision
- » Cable & Multimedia Communications (C&M)
- » SkyLife
- » Hyundai Communications and Network (HCN)
- » SK Broadband

Internet Prices & Packs

- » CJ Hello Vision, SK Broadband, Korea Telecom

Malaysia**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**Malaysia Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » Astro All Asia Networks
- » Telekom Malaysia

Pay-TV Prices & Packs

- » Astro All Asia Networks

New Zealand**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**New Zealand Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » Sky Network Television
- » Telecom New Zealand

Pay-TV Prices & Packs

- » Sky Network Television

Pakistan**Operating Indicators****Market Highlights****Market Analysis****Operator Profile**

- » Worldcall Telecommunications Limited

Philippines**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis

Philippines Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » Sky Cable Corp.
- » Global Destiny Cable
- » Dream Broadcasting
- » Philippine Long Distance Telephone

Pay-TV Prices & Packs

- » Sky Cable Corp.
- » Signal Digital
- » Dream Satellite TV

Internet Prices & Packs

- » Smart (Philippine Long Distance Telephone)

Singapore

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Singapore Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » StarHub
- » Singapore Telecommunications (SingTel)

Pay-TV Prices & Packs

- » StarHub Cable Vision
- » mio TV – Singapore Telecom (SingTel)

Internet Prices & Packs

- » StarHub Cable Vision, mio TV – Singapore Telecom (SingTel)

Sri Lanka

Operating Indicators

Market Highlights

Market Analysis

Operator Profiles

- » Dialog Telekom PLC

Pay-TV Prices & Packs

- » Dialog Telekom

Taiwan

Operating Indicators

Market Highlights

- » Broadband Pay-TV Industry Economics

Market Analysis

Taiwan Pay-TV & Broadband Market Model: Historicals & Forecasts

Operator Profiles

- » China Network Systems
- » Kbro Co., Ltd.
- » Taiwan Broadband Communications
- » TFN Media Co., Ltd.
- » Chunghwa Telecom Co., Ltd.

Pay-TV Prices & Packs

- » China Network Systems
- » Kbro
- » Taiwan Broadband Communications
- » Chunghwa Telecom

Internet Prices & Packs

- » China Network Systems, Kbro, Taiwan Broadband Communications, Chunghwa Telecom

Thailand**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**Thailand Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profile**

- » True Corporation

Pay-TV Prices & Packs

- » True Corporation

Vietnam**Operating Indicators****Market Highlights**

- » Broadband Pay-TV Industry Economics

Market Analysis**Vietnam Pay-TV & Broadband Market Model: Historicals & Forecasts****Operator Profiles**

- » Vietnam Television (VTV)
- » Vietnam Cable Television (VCTV)
- » Hanoi Cable TV Company (HCTV)
- » Ho Chi Minh City TV (HTV)/Ho Chi Minh City Television Choice Centre (HTVC)
- » Saigon Tourist Cable Television Company (SCTV)
- » Vietnam Multimedia Communications Corporation (VTC)
- » Financial Promoting Technology (FPT) Communication