

# Asia Pacific Pay-TV & Broadband Markets 2008

The Authoritative Guide to the Future of Broadband Pay-TV Content, Distribution & Technology in Asia

**ASIA PACIFIC PAY-TV AND BROADBAND MARKETS 2008** represents Media Partners Asia's (MPA) seventh annual analysis of Asia's broadband and pay-TV industries.

Published in April 2008, the report provides the definitive guide to the commercial distribution of multi-channel video and broadband services over multiple distribution networks, including cable, satellite, fiber, ADSL and mobile, across 16 markets in the Asia Pacific region.

The Asia Pacific Pay-TV & Broadband Markets series is established as the only authoritative reference of its kind, based on MPA's independent analysis of data and information provided by operators, broadcasters, investors, technology suppliers and various domestic cable TV associations, regulators and governments.

Additionally, MPA's analysis, data and forecasts of subscriber penetration, revenue generation and industry growth potential, plus its insight into future trends in competition, regulation, programming and technology, makes its research even more strategic and valuable to all industry communities.

With extensive profiles of 8 industry sectors, 20 segments, 16 geographical markets and more than 70 cable, satellite, and telecoms (fixed and wireless) operators, together with comprehensive data and forecasts from 2000-2015, Asia Pacific Pay-TV & Broadband Markets 2008 is the only report that cuts through the various political complexities, multiple demographics and differentiated business models that define the Asia Pacific broadband pay-TV industry.

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## Report Highlights

- » Historical and forecast analysis of analog and digital pay-TV sectors, including subscribers and revenues on cable TV, DTH satellite and IPTV
- » New analysis of HDTV deployment and value added services (i.e. PVR, VOD) with forecasts
- » Historical and forecast analysis of broadband communications sectors
- » New analysis of fiber deployments and cable DOCSIS 3.0 rollout plans with forecasts
- » Evaluation of market potential for mobile TV, with summaries of key trends and developments by country
- » Detailed analysis of pay-TV and broadband distribution and competition, with rankings for leading distribution platforms by subscribers, ARPU, revenues and profit
- » Detailed analysis of pay-TV broadcasting, with historical and forecast data by market for advertising and subscription revenue and with rankings for leading regional and local broadcasters by revenue and profit
- » Summary of regulatory constraints and drivers by market
- » Evaluation of financial transactions, valuations and trends in pay-TV and broadcasting

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