

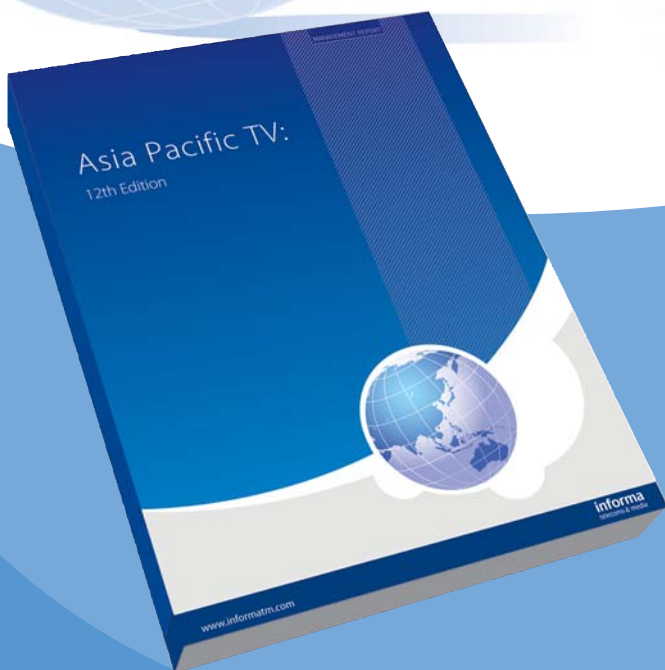
Management report from the publishers of:

**TV**international

# Asia Pacific TV (12th edition)

Your ultimate resource to the media industry within the Asia Pacific region

[www.informatm.com/asiapacifictv](http://www.informatm.com/asiapacifictv)



Fully revised  
with brand  
new data and  
forecasts

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Ted Hall, Thomas Miles

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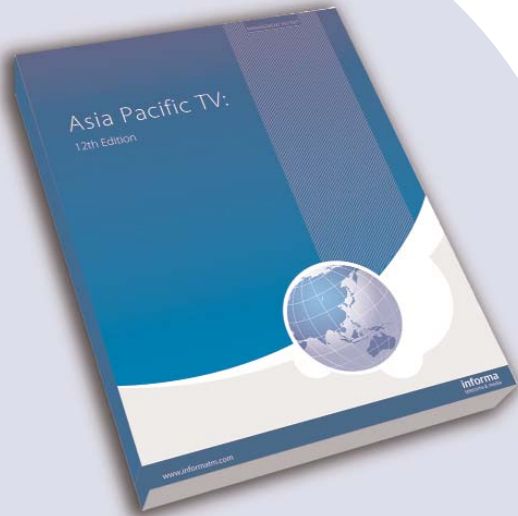
- Discover how the region's broadcast industry dynamics are changing
- Find out how to take advantage of changes in regulation
- Benefit from in-depth analysis and data
- Learn which new technologies are revolutionising TV in Asia Pacific
- Evaluate investment opportunities in new regions

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Greater trade between Asian countries and the emergence of China and India as serious economic forces in their own right, have served to reduce the region's reliance on the US. The Asia Pacific has therefore escaped the financial difficulties associated with the so-called sub-prime mortgage crisis. The prospects for the region's broadcast industry therefore remain very positive.

The 12th edition of this valuable report has been fully revised, updated and expanded to provide you with the most up-to-date information available. Whether you are a local player or foreign investor, *Asia Pacific Television (12th edition)* provides you with crucial information to enable you to maximise your opportunities within the region.

The report looks at present market trends, but develops this further to look ahead to the future direction the market is taking. It includes important illustrative statistics and reliable forecasts to 2013.

Detailed information on developments in digital TV across 14 countries including China, Japan, India, and South Korea allows you to pinpoint new opportunities and highlight territories ripe for investment. With the launch and impending launches of several new platforms the report provides a valuable insight into their chances of success.

The report also details progress on new broadcast technologies in the region, such as IPTV, HDTV and Mobile TV. This year it has also been significantly expanded to include Informa's proprietary data in the areas of: advertising, digital/analogue cable revenue splits, population movements, digital free-to-air satellite and household numbers and penetration.

## Key questions answered in this report include:

- What digital TV platforms are succeeding in Asia Pacific?
- Will satellite continue its upward curve to challenge cable's dominance?
- Are advertising revenues going to be impacted by the global economy?
- Who are the key players and what are their strategies for success?
- How are moves by the telcos affecting the Asia Pacific TV sector?
- Where are new broadcast technologies, such as HDTV and Mobile TV, emerging?

With the major players in Asia Pacific TV now confident they can continue to build on recent growth, do you have the clear and reliable analysis that will enable you to exploit new opportunities in this resurgent TV market?

With a wealth of experience gained from the previous eleven best-selling editions, our team of expert analysts ensure that *Asia Pacific Television (12th edition)* is the ultimate guide to the broadcast industry within this expanding region.

## Countries covered

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Singapore
- South Korea
- Taiwan
- Thailand
- The Philippines
- Vietnam

## Asia Pacific digital TV homes set to increase to more than 245 million by 2013

"At end-2013, the Asia Pacific region will have more than 245 million digital homes, more than three times the end-2007 figure. Pay TV revenues in the region are growing quickly and are forecast to be worth more than \$46 billion in 2013"

Source: Informa Telecoms & Media

## Use *Asia Pacific Television (12th edition)* and benefit from:

- Forecasts to 2013 – track trends and pinpoint opportunities with fully updated forecasts, including penetration rates for digital terrestrial TV, free-to-air satellite (Freesat), PPV and VOD, cable and MMDS, digital DTH, IPTV, advertising, population and TV households
- Market Movements – new quick guides to the key developments in each country
- Data and statistics – the report tracks viewing and programming trends, while also providing extensive data on advertising expenditure and revenue generation
- Country-by-country coverage – of 14 key Asia Pacific territories, to enable you to track the regions you are already in and assess which new ones will provide you with new investment opportunities
- Vital intelligence on government legislation and regulation and other important local knowledge to enable you to maximise your investment and make informed business decisions.

## Essential reading for:

- **TV Companies:** Discover the strategies your competitors are using and find out how digital technologies are changing the face of broadcasting in the Asia Pacific.
- **Investment Banks:** Gain valuable insights into which regions will enable you to maximise your investment opportunities and how changes in regulation are now allowing entry into previously inaccessible markets.
- **Analysts, legal and financial:** Use our forecasts, historic data and independent analysis to build your knowledge of the sector and identify where your own expert knowledge may be required.
- **Broadcast Technology companies:** With Asia Pacific TV increasing in sophistication, identify which technological developments are likely to have a profitable impact on your business.

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 Rosemary Visconti, Corporate Development and New Media, NBC

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