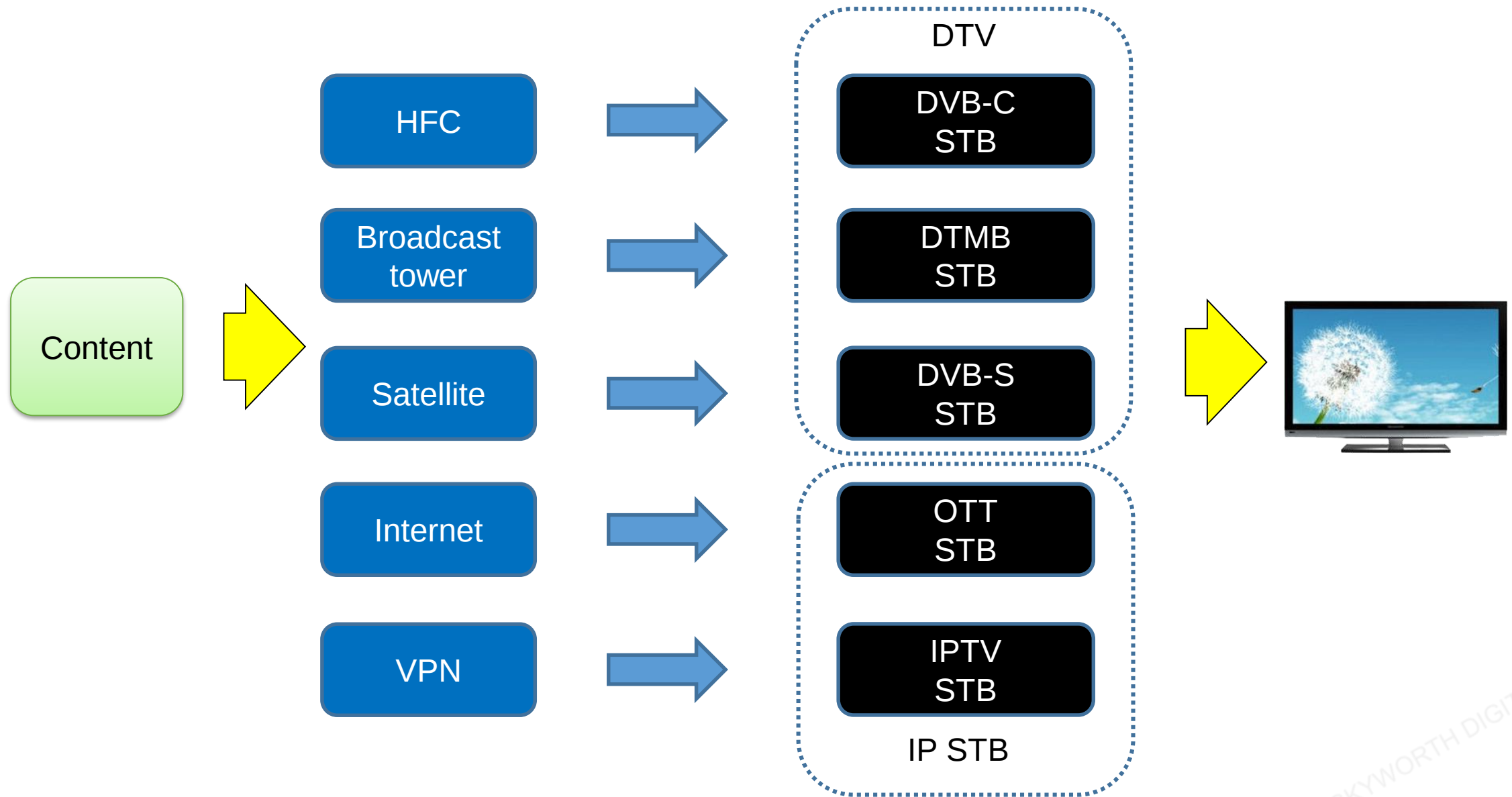


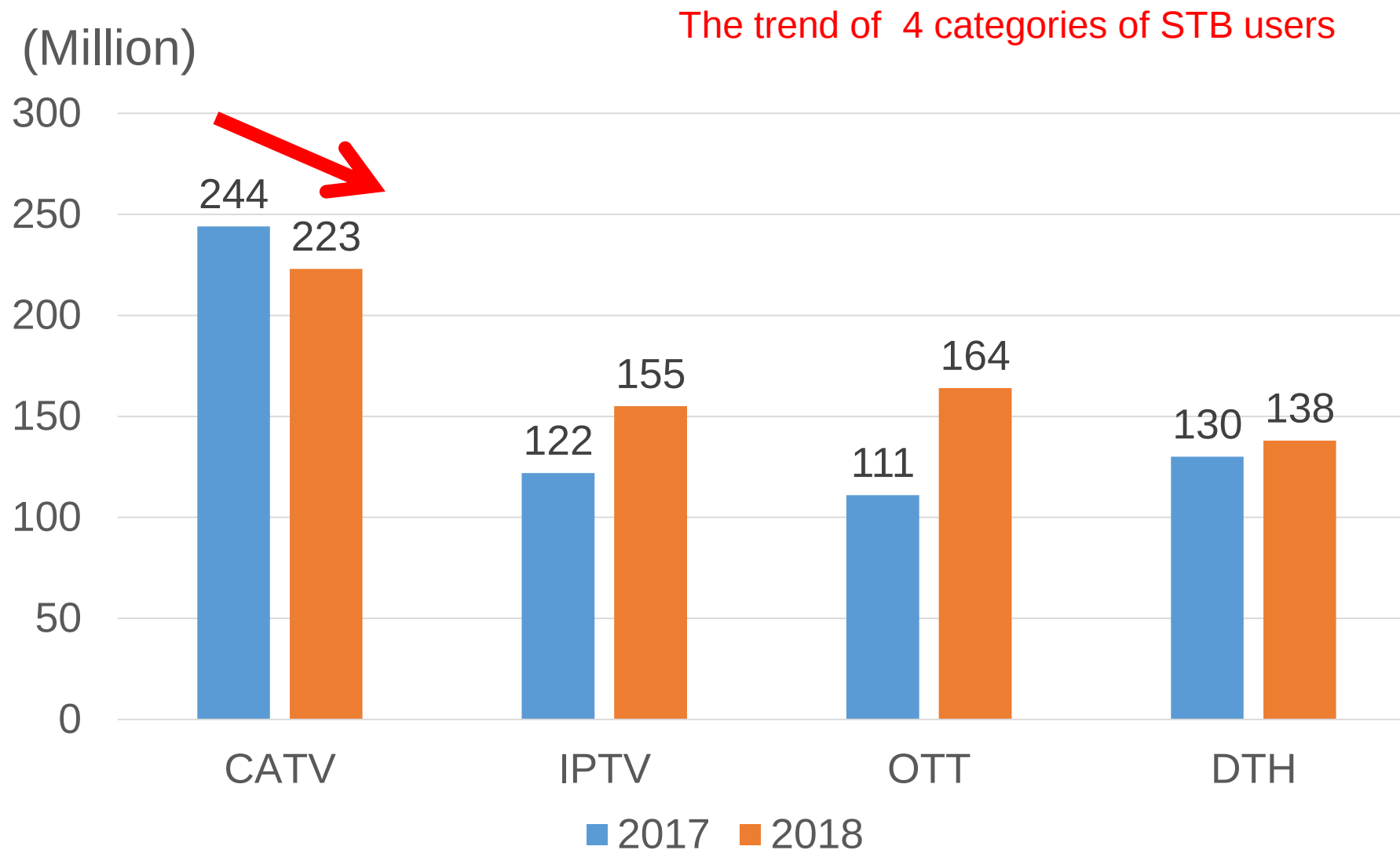
China STB Market Analysis

How users Watching TV in China



Users Distribution and Trend

Existing TV Users in China



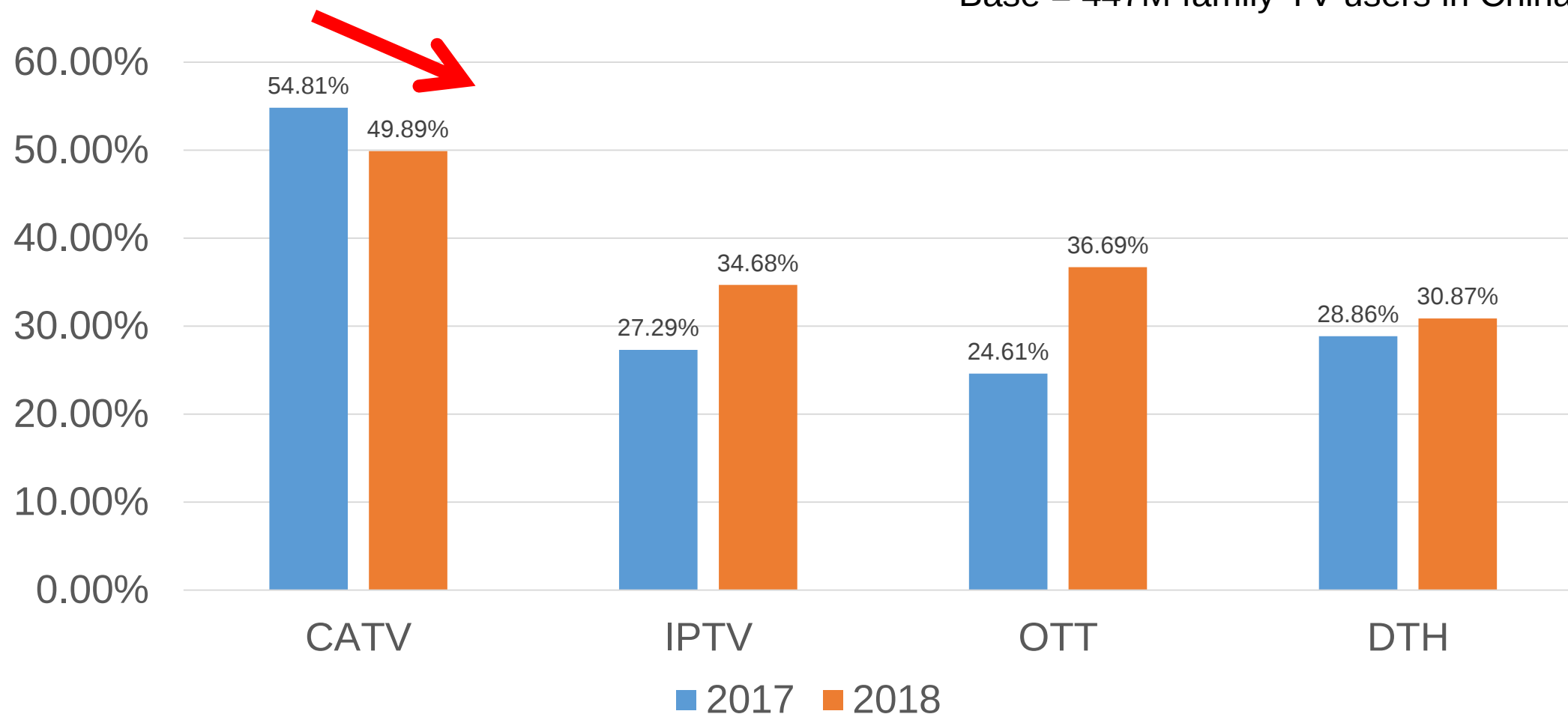
Source: Guideline Research.

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TV Users Penetration Rate: 2018 Q4 vs. 2017 Q4

Penetration rate of 4 categories of STB

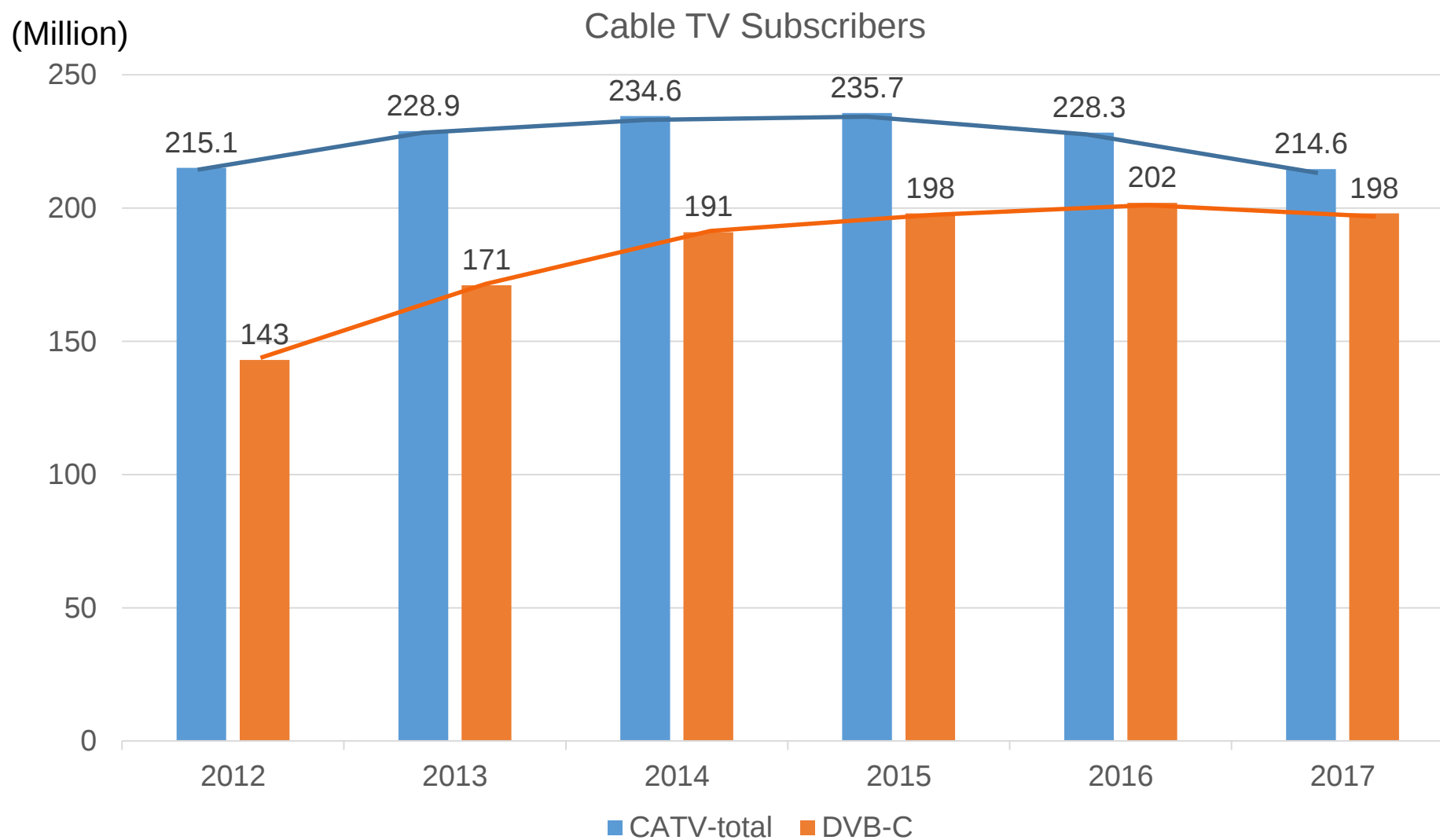
Base = 447M family-TV-users in China



Source: Guideline Research.March.2019

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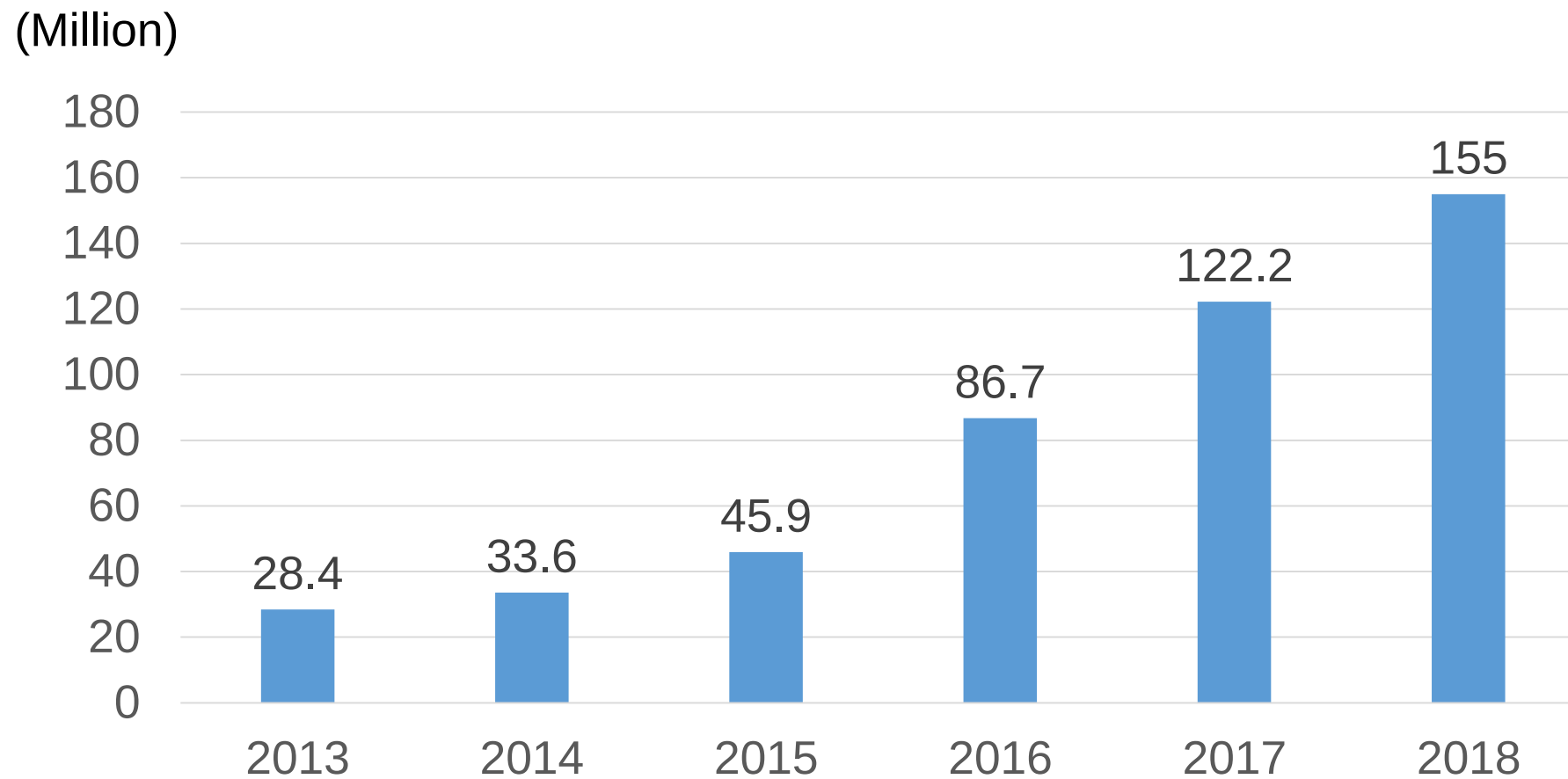
China CATV total users



Source: SARFT

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China IPTV user number

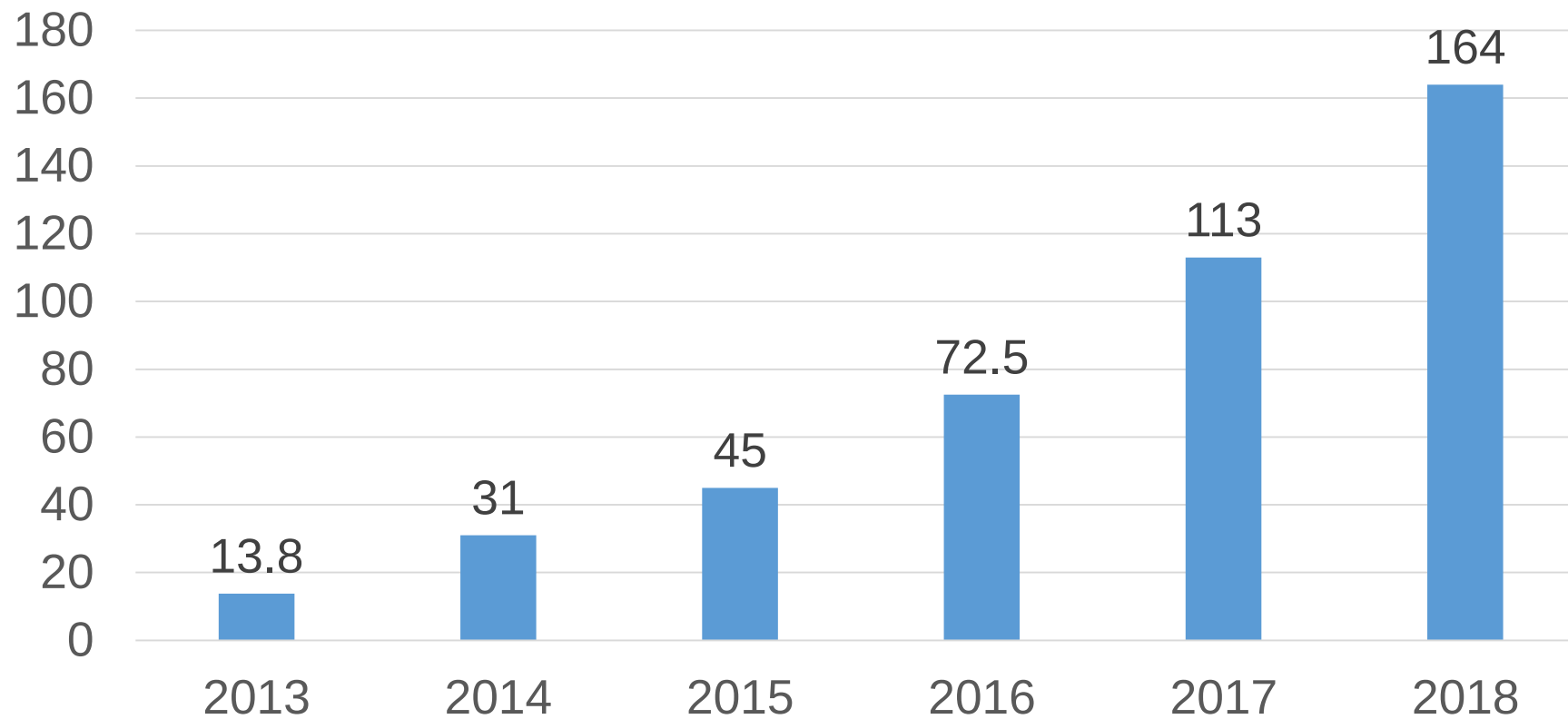


Source: MIIT

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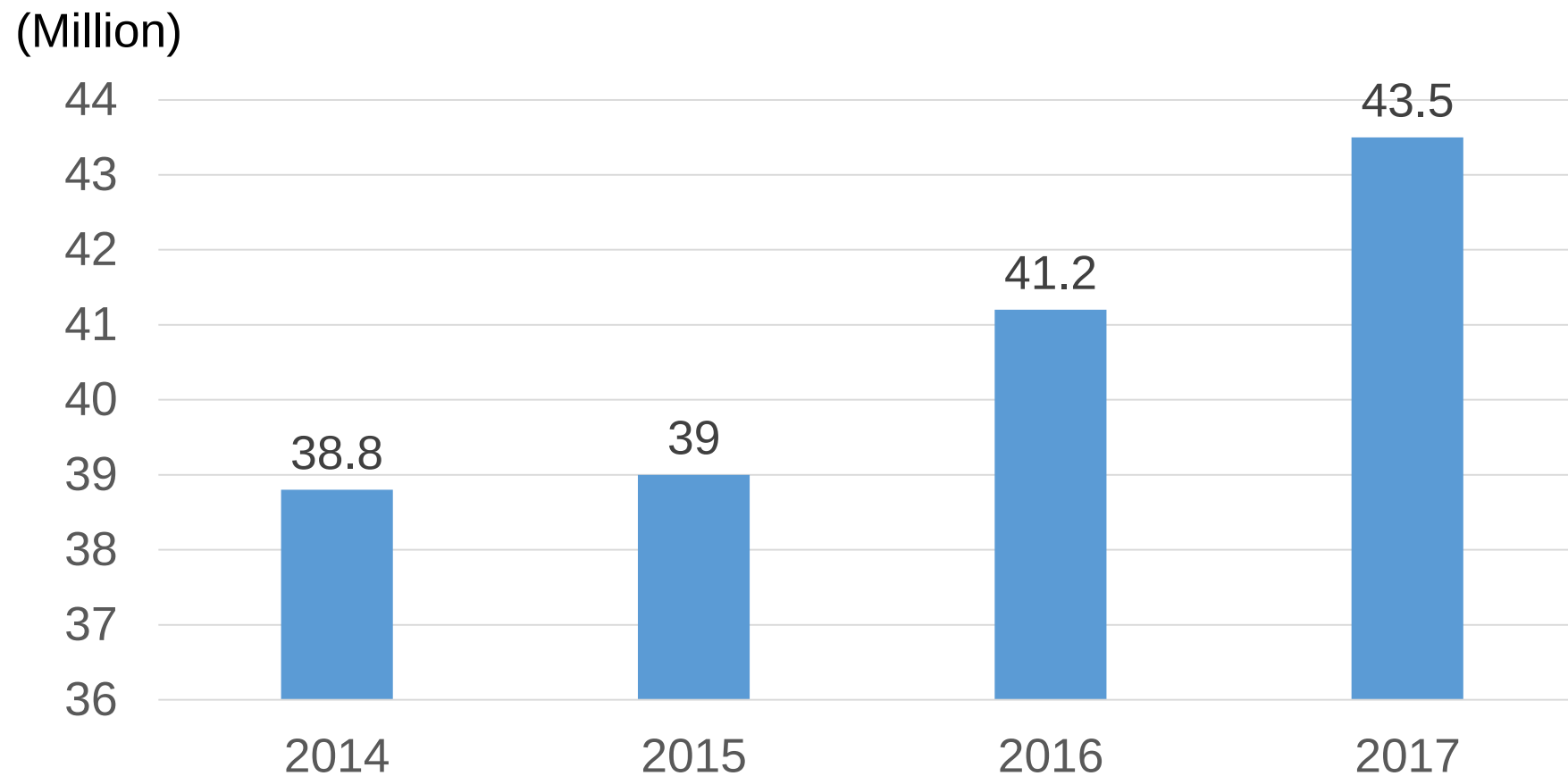
China OTT STB user number

(Million)



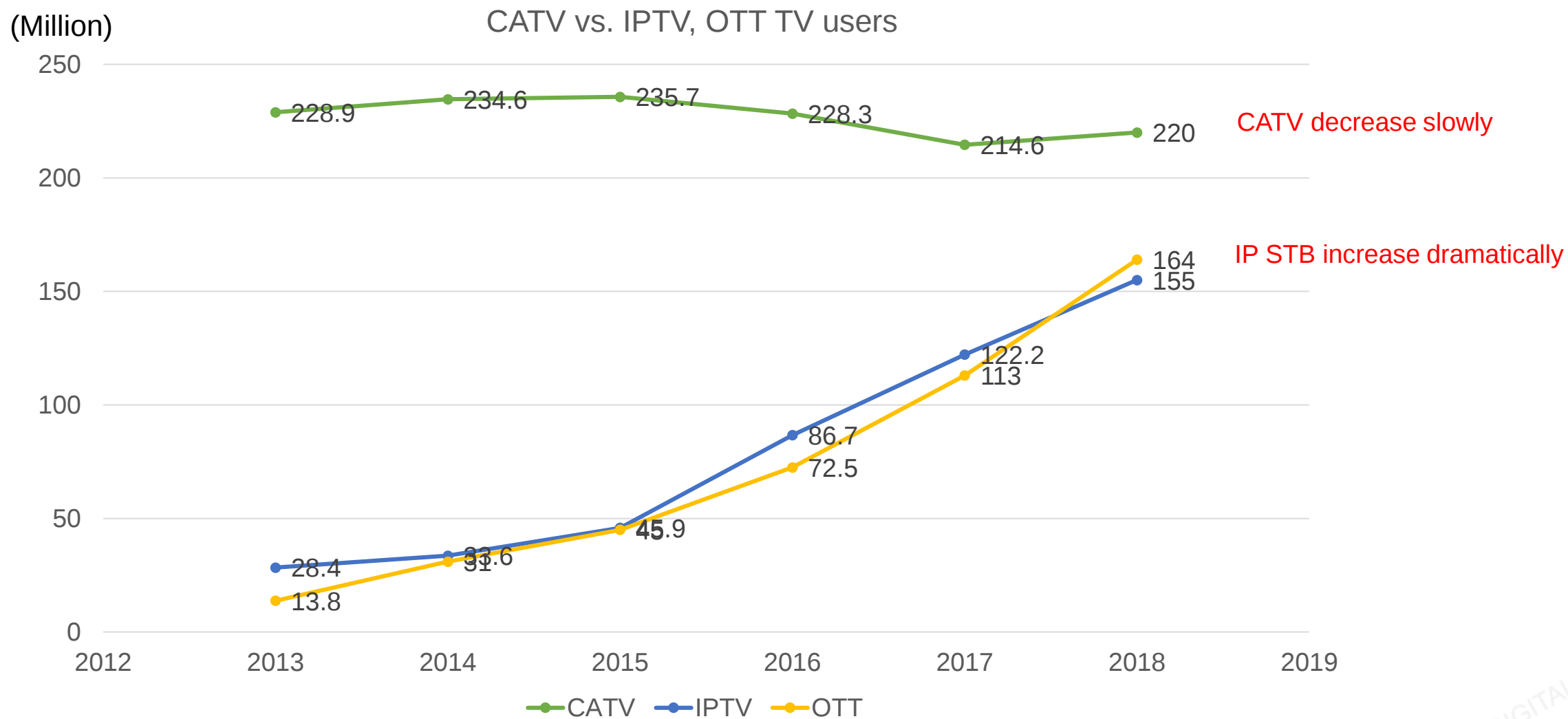
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China DTMB user number



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CATV vs. IPTV & OTT

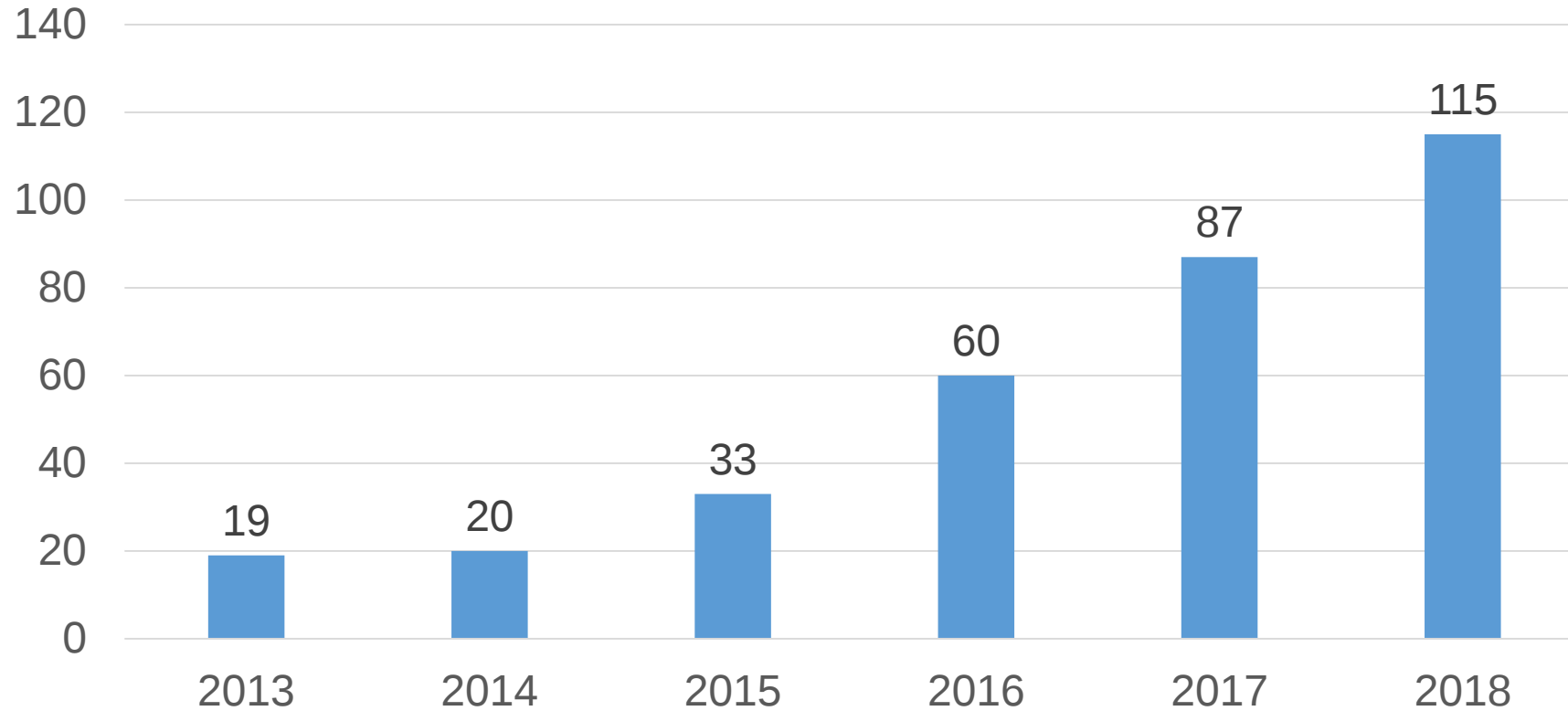


The incremental market

China Total IP STB Shipping Volume (B2C + B2B)

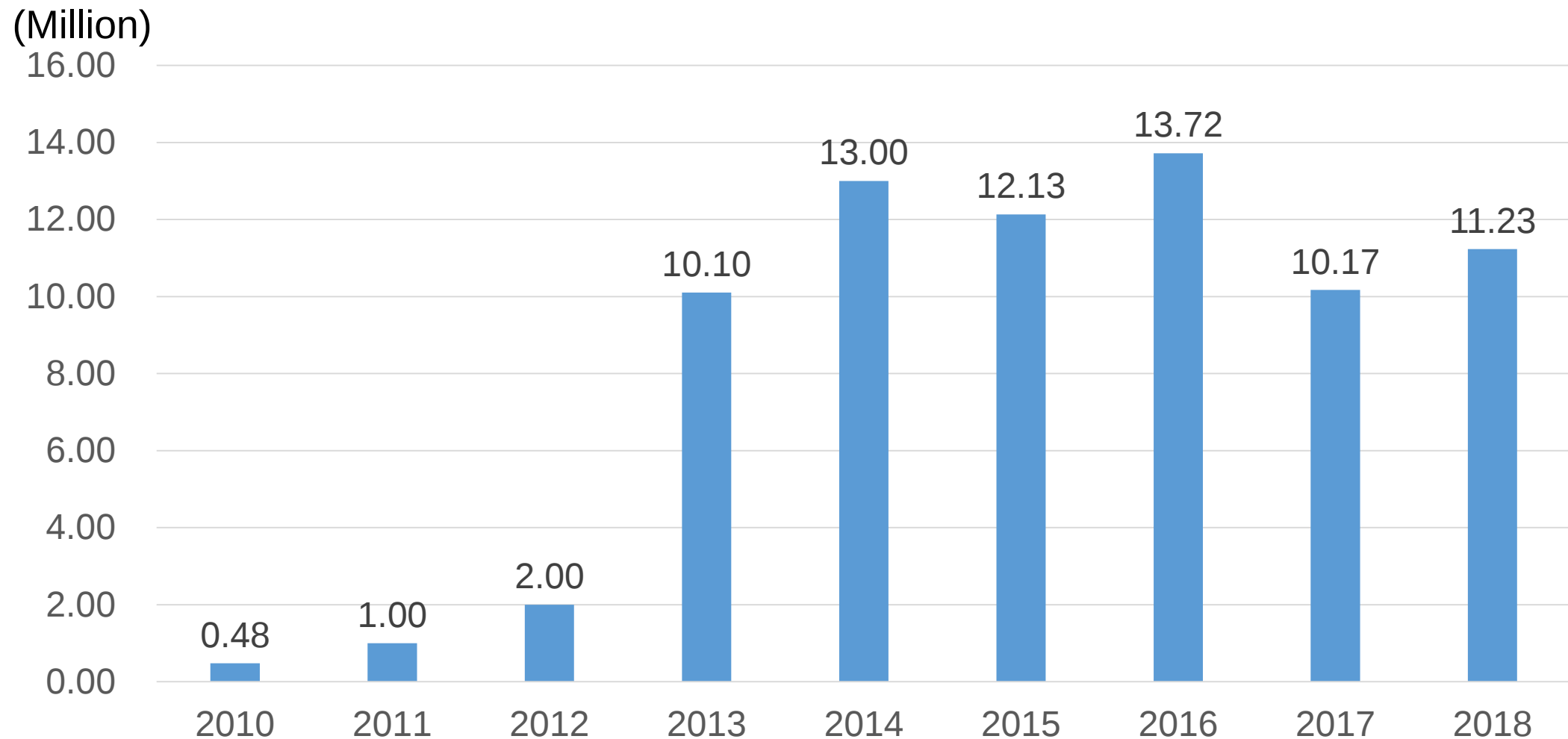
(Million)

Retail + Telcos



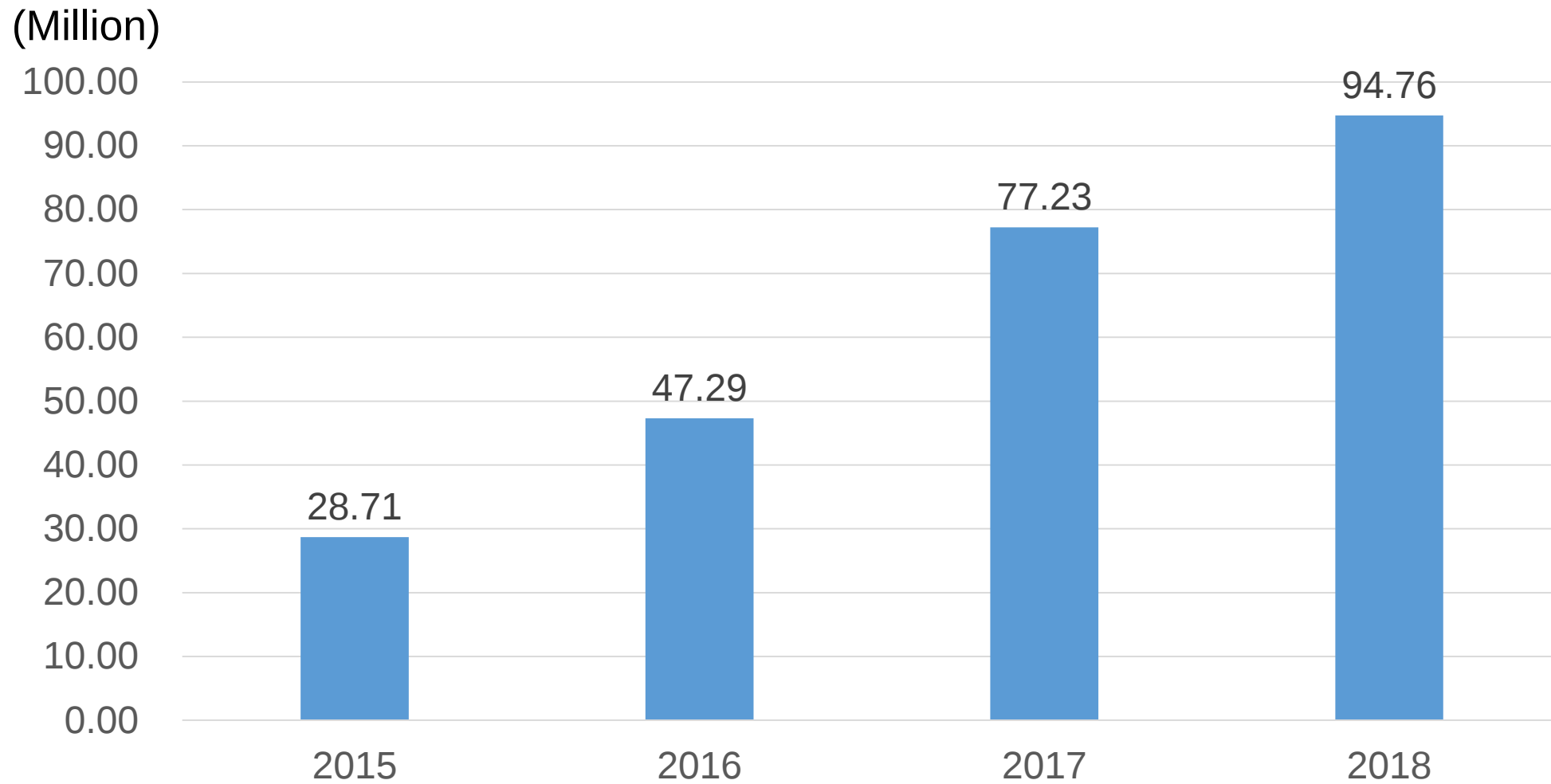
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OTT shipping volume (B2C retail market)



Source: Guideline Research.

IP STB shipping volume (B2B telco market)

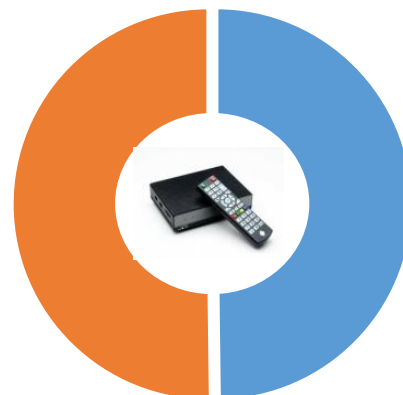


Source: Guideline Research.

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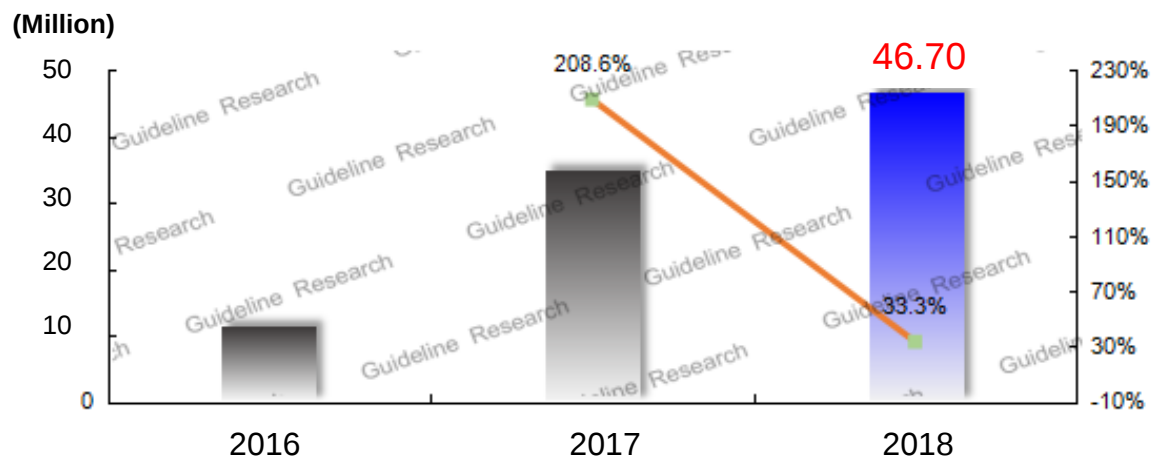
Telo's IPTV STB vs. OTT STB shipping volume

OTT STB
49.8%

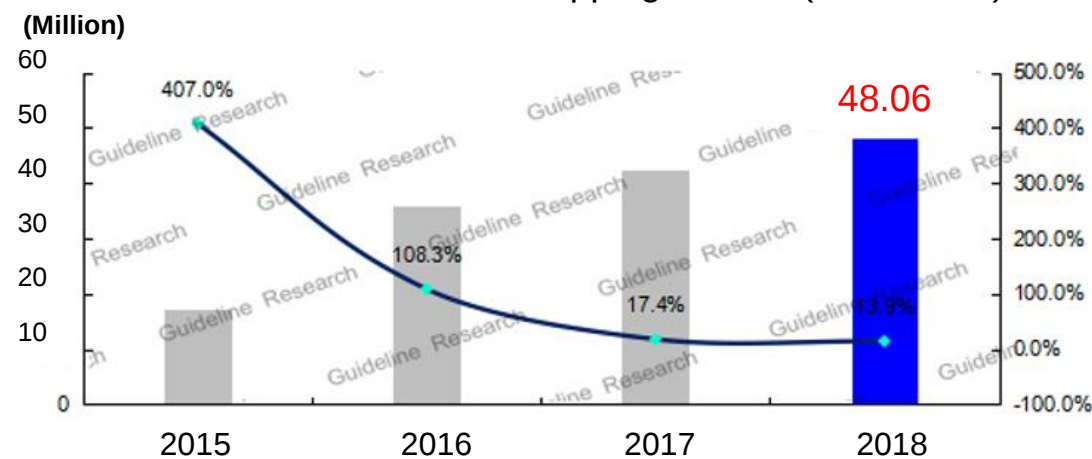


IPTV STB
50.2%

2016~2018 OTT STB shipping volume (CMCC)



2015~2018 IPTV STB shipping volume (CTC+CUC)



Source: Guideline Research.

New Technology in STB

CATV STB Evolving..

Key Words:

- 4K、8K、 HDR
- 5G (mobile)
- Video Gateway (multi-screen)
 - streaming video to mobile/child-OTT box
- Hybrid Box: DVB-C + OTT
- Converged Box: DVB-C + OTT + HGU
 - WAN uplink: CM, PON, EOC, 5G
 - Wi-Fi AP: 11n, 11ac, 2x2 MIMO
- Smart Home Hub



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IPTV STB Evolving..

Key Words:

- **4K、HDR**
- **Smart Gateway**
- **Converged Box: IPTV + HGU**
 - WAN uplink: PON
 - Wi-Fi AP: 11n, 11ac, 2x2 MIMO
 - Wi-Fi MESH
 - VoIP
- **Smart Home Hub**
 - zigbee, BLE, X-link etc.



SKYWORTH DIGITAL

Thanks