The emphasis on digitalization that has accompanied the preparations for the Beijing Olympics has created a "digital fever" that, starting in Beijing, has stimulated a wave of demand for digital entertainment products throughout China.

The Chinese government has declared that, in 2008, digital broadcast signals carrying the Olympics programming will be made available to TV stations worldwide. Other related official policies have prescribed a timeline of digital broadcasting throughout China by 2010, and termination of analog broadcast by 2015. In the next decade, it is estimated that fully 10% of analog TV sets will be replaced by digital sets each year, out of some 340 million analog sets currently found in Chinese households. This is equivalent to a consumption spending of over 100 billion RMB (using a basis of 5,000 RMB per set). Clearly, this represents an enormous market worth hundreds of billions of dollars, which is bound to create new business opportunities for the digital TV industry.

In the face of this "TV replacement" wave that will soon sweep across China, MIC has been focusing on the demand for large digital TV sets in large metropolitan areas such as Beijing, Shanghai, and Guangzhou, so as to identify consumer behavior patterns with respect to digital entertainment. The "2005 China Digital Life Report – LCD & PDP TV" gives you full insight into the potential demand for digital audio and video products among individuals and households, helping you to exploit the business opportunities that offer the greatest potential for your business.
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