

HDTV by Jiuzhou

The Jiuzhou Electric building in the Nanshan high-tech industrial park in the western area of Shenzhen (China) is festively decorated for the company's 50th anniversary.

The number of hi-tech companies looking back on a 50 corporate history is very small. One of the very few is Jiuzhou from Sichuan in China. In 2008 the company celebrated its 50th anniversary, as TELE-satellite reported in issue 03/2008. The official celebrations took place on 16 November at the corporate headquarters in Sichuan.

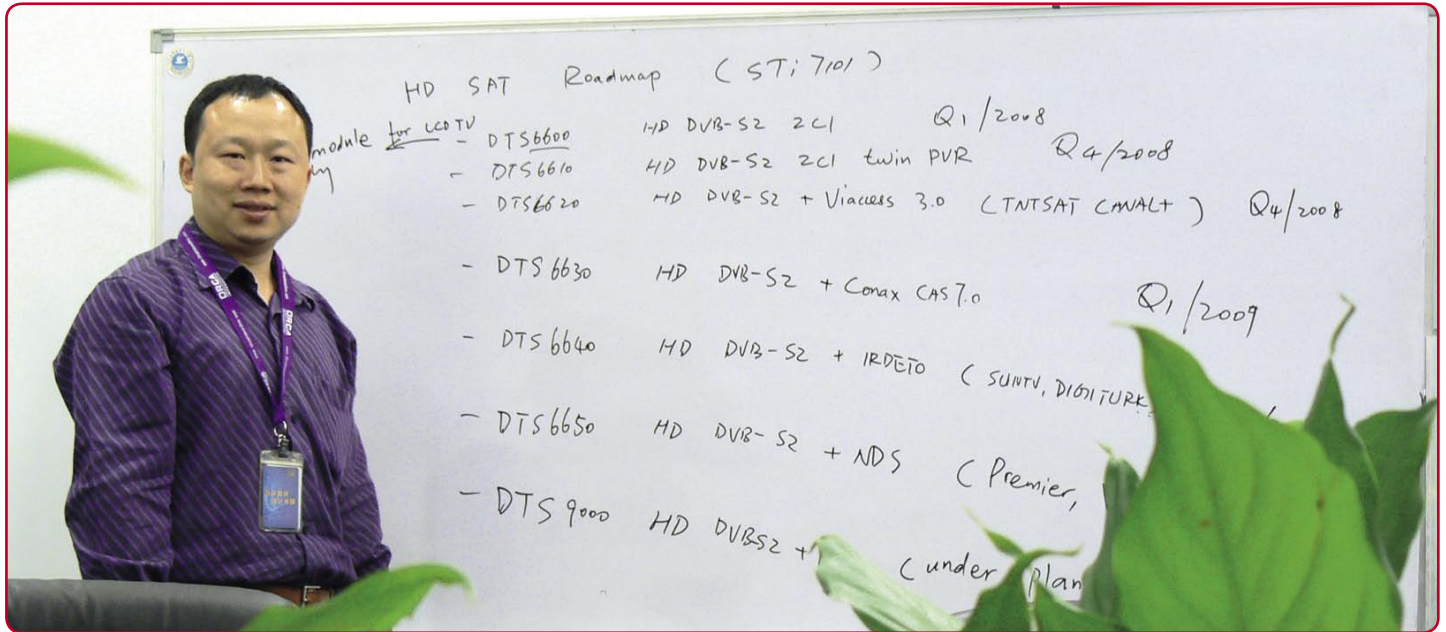
Now the question is: what's in store for the 51st year?

A large, white, stylized logo of the Jiuzhou company, consisting of a 'ji' symbol and a globe, followed by the word 'JIUZHOU' in large, white, capital letters.

The Latest Development in Year 51

Jiuzhou's distribution and research base is located in Shenzhen, right next to Hong Kong in China's south. That's where we met Huang Wei, sales director of Shenzhen Jiuzhou Electric and its subsidiary Digital Telemedia, who is in charge of set-top boxes within the Jiuzhou Group. Apart from satellite receivers Jiuzhou also offers receivers for cable TV, terrestrial TV and IPTV.

"DMB-TH digital terrestrial TV was already launched in Hong Kong, and China is set to introduce it in 2009," according to



■ Sales director Huang Wei shows the road map for the new Jiuzhou receiver models in 2009 – all of them are equipped with ST chipsets.

Huang Wei, before he switches over to the satellite field: "In 2008 some 95% percent of our products were for standard definition, but in 2009 the high definition segment will increase strongly to make up 20 to 25 percent."

Jiuzhou has a full range of new models in store to meet demand. In the previous issue TELE-satellite already presented the DTS 6600. In the meantime, the DTS 6610 with twin tuner was also launched and will be tested by TELE-satellite shortly.

"The DTS 6620 is also brand-new and made especially for French pay TV providers TNTSAT of Canal Plus," Huang Wei continues while charting the new models



TELE-satellite World www.TELE-satellite.com/...

Download this report in other languages from the Internet:

Arabic	العربية	www.TELE-satellite.com/TELE-satellite-0903/ara/jiuzhou.pdf
Indonesian	Indonesia	www.TELE-satellite.com/TELE-satellite-0903/bid/jiuzhou.pdf
Bulgarian	Български	www.TELE-satellite.com/TELE-satellite-0903/bul/jiuzhou.pdf
Czech	Česky	www.TELE-satellite.com/TELE-satellite-0903/ces/jiuzhou.pdf
German	Deutsch	www.TELE-satellite.com/TELE-satellite-0903/deu/jiuzhou.pdf
English	English	www.TELE-satellite.com/TELE-satellite-0903/eng/jiuzhou.pdf
Spanish	Español	www.TELE-satellite.com/TELE-satellite-0903/esp/jiuzhou.pdf
Farsi	فارسی	www.TELE-satellite.com/TELE-satellite-0903/far/jiuzhou.pdf
French	Français	www.TELE-satellite.com/TELE-satellite-0903/fra/jiuzhou.pdf
Greek	Ελληνικά	www.TELE-satellite.com/TELE-satellite-0903/hel/jiuzhou.pdf
Croatian	Hrvatski	www.TELE-satellite.com/TELE-satellite-0903/hrv/jiuzhou.pdf
Italian	Italiano	www.TELE-satellite.com/TELE-satellite-0903/ita/jiuzhou.pdf
Hungarian	Magyar	www.TELE-satellite.com/TELE-satellite-0903/mag/jiuzhou.pdf
Mandarin	中文	www.TELE-satellite.com/TELE-satellite-0903/man/jiuzhou.pdf
Dutch	Nederlands	www.TELE-satellite.com/TELE-satellite-0903/med/jiuzhou.pdf
Polish	Polski	www.TELE-satellite.com/TELE-satellite-0903/pol/jiuzhou.pdf
Portuguese	Português	www.TELE-satellite.com/TELE-satellite-0903/por/jiuzhou.pdf
Russian	Русский	www.TELE-satellite.com/TELE-satellite-0903/rus/jiuzhou.pdf
Swedish	Svenska	www.TELE-satellite.com/TELE-satellite-0903/sve/jiuzhou.pdf
Turkish	Türkçe	www.TELE-satellite.com/TELE-satellite-0903/tur/jiuzhou.pdf

Available online starting from 30 January 2009

and their market launch dates on a board. "In the course of 2009 we will be presenting models with integrated Conax, Irdeto for India and Turkey, as well as with NDS." Even an IPTV model is currently in the making, but "right now the demand is simply not there yet," Huang Wei reveals, "even though France Telecom has published a tender."

In principle, all receivers are PVR, since a hard disk or memory stick can be attached to the USB port. "We are increasingly working together with major content providers and therefore produce according to their specifications," Huang Wei details the Jiuzhou business strategy. This means that from a technical standpoint Jiuzhou is able to build in a hard disk as a factory-made feature and thus offer a full-scale PVR.

"Here in Shenzhen we currently employ some 250 software engineers and add 20 to 30 new jobs each year," Huang Wei proudly states and explains that this way Jiuzhou is able to meet customer require-



■ Chen Jun is one of the software engineers at Jiuzhou. Here he is seen programming the software of a HDTV receiver.

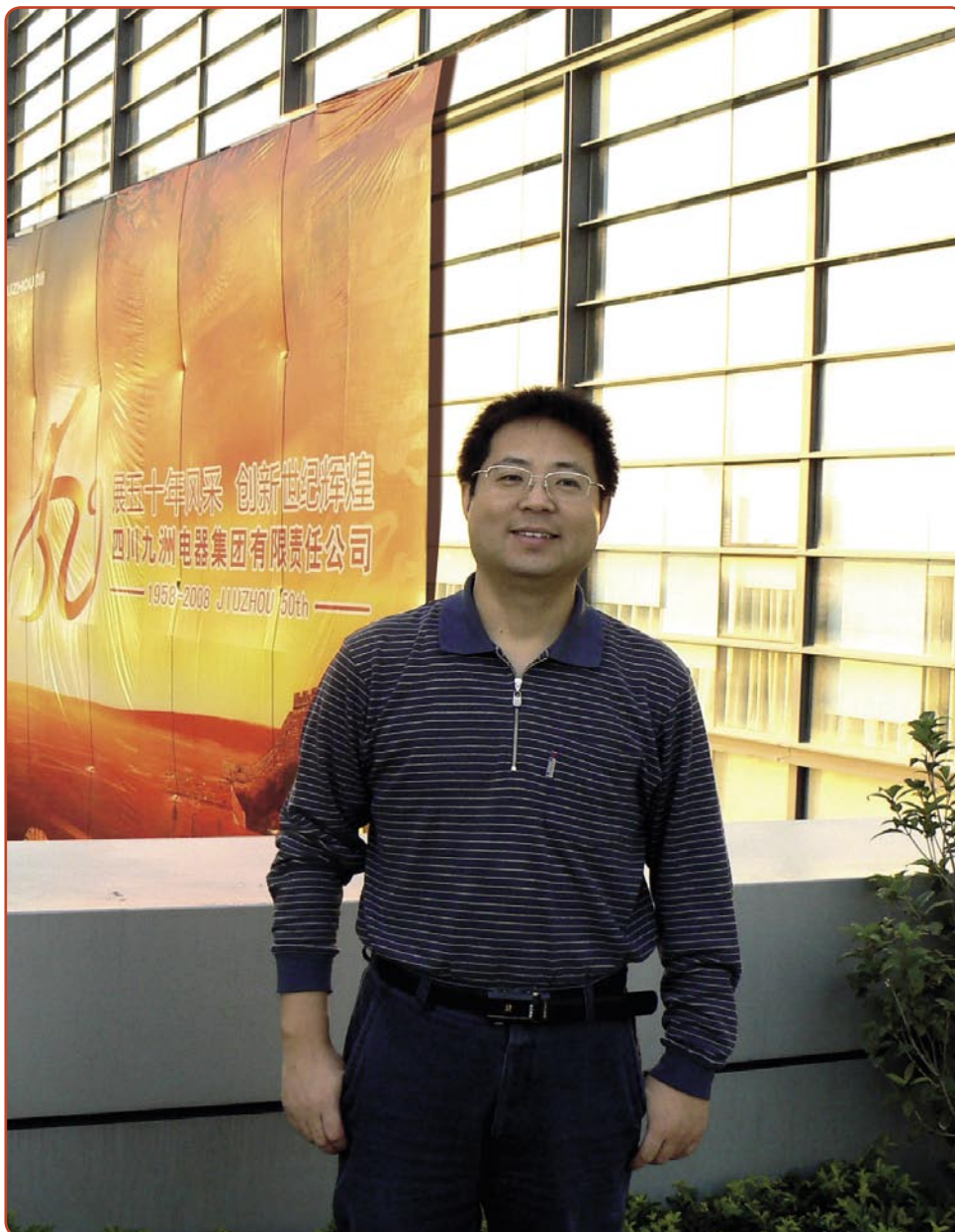
ment quite easily. "Combo receivers, for instance, do not pose a problem at all, and even Dolby audio can be integrated since we have recently acquired a license for that."

ABS is one of the most recent developments – please see the feature report in this issue for more details. ABS is the broadcasting standard implemented for DTH transmissions in China and could be a major draw card for the Chinese market. "We're still waiting for final specifications, but 2009 should see the roll-out of ABS," Huang Wei states.

As a consequence Jiuzhou projects that 20 percent of their receivers will be ABS models. 50 percent will be for standard definition and 20 percent for high definition. Huang Wei concludes that "we also manufacture the 6600 receiver as a plug-in board for LCD panels." This means Jiuzhou products are integrated even in other brand's products.

Does this mean that's all for now regarding satellite receivers and Jiuzhou? Not at all! The Jiuzhou Group is home to one more company: Jiuzhou Electronic, which is a manufacturer of professional satellite receivers that are mainly used as head-end receivers by cable TV providers. TELE-satellite presented the DVS-2018BS in issue 11/2007.

While this was a standard definition receiver, export director Yonchin Shou explains that the new model DVS-2018CS



■ Jiuzhou Group Overseas marketing director Tang Erman on the green porch of the Jiuzhou Electric building. The huge poster in the background celebrates Jiuzhou's 50th anniversary.

is HDTV compatible. "Now cable companies can also include HDTV channels in their offerings." Even with CI modules, if need be.

TELE-satellite is currently working on a test report for this particular model. "The current model is made for MPEG-2, but our more than 200 engineers in Sichuan and Beijing are already working on an MPEG-4 model," Yonchin Shou tells us of future projects. "Right now, however, the demand for MPEG-4 receivers is still rather subdued."

Even after 50 years Jiuzhou is fresh with ideas for new models. Naturally, we are also interested in the marketing strategies employed by Jiuzhou and turn to Tang Erman for answers. Tang is director of the Jiuzhou Group Overseas Marketing Department and – when asked where he sees future markets for Jiuzhou products – believes that "in Europe and North America the demand clearly is for HDTV receivers, while Asia wants SDTV."

Tang Erman allocates marketing resources accordingly: "In 2009 we will be present at twelve specialized exhibitions," Tang Erman tells us and explains the differences to 2008: "Last year we had small stands at 19 fairs, in 2009 the number of fairs will decrease for us, but the size of our stand will increase."

■ The company's product range is displayed in the Jiuzhou show room. Sitting on the couch: Kitty (left), assistant to Linda Lee (right), from Jiuzhou Group Overseas Marketing Department.



■ Sales director Yonchin Shou points to the new DVS-2018CS professional HDTV satellite receiver in the brand new CATV catalogue (www.jiuzhoutech.com).

Of course Jiuzhou also relies on the Internet as an advertising medium. Tang Erman reveals that "25 percent of our marketing budget is spent on online advertising." Mainly B2B sites Alibaba or Globalsources are targeted. "15 percent of our advertising resources go into print advertising like in TELE-satellite, and 60 percent are spent on specialized fairs and exhibitions."

Tang Erman also explains why the

money is distributed like that: "We receive a lot of feedback from online advertising, but we only generate small orders. Fair presence is most efficient in terms of generating orders, as we get in contact with wholesale distributors there." On the other hand, participating in fairs costs a great deal of money and "the show is over after only a few days," Tang Erman regrets. So then there's still print advertising: "This way we are pres-



ent in front of our potential customers' eyes for a long time which gives us the opportunity to shape our image." Tang Erman is very satisfied with his overall marketing strategy and states that "we

want to keep this ratio and are not planning any major shifts." Tang Erman's department consists of 20 employees in Shenzhen, who are responsible for external communications.

Jiuzhou – as active as ever, even in its 51st year!

■ A HDTV prototype is tested by software engineer Zhu Xiaoyong with a real satellite signal.

