

# Jiuzhou greatly expands into IPTV Box Production

- ***IPTV box production may reach 1 million units in 2011***
- ***Jiuzhou starts HbbTV boxes for Europe***
- ***Big retailers about to launch into IPTV box sales***
- ***Jiuzhou to attend all major exhibitions in 2011, 10 in all***



■ Sales Director Huang Wei is, amongst many other tasks, in charge of the IPTV boxes' development, sales and marketing

The Chinese large manufacturer Jiuzhou is very well known by our readers. The company originated in Sichuan and has been in existence since 1958. In 2008 they celebrated their 50th birthday (see TELE-satellite issue 02-03/2008). In 2009 the company expanded into HDTV and in 2010 terrestrial TV was the theme. In 2011 Jiuzhou is planning on taking a huge step further into the IPTV market with enormous production numbers. Huang Wei is Jiuzhou's Sales Director and reveals to us what Jiuzhou has planned for 2011.

First, though, Sales Director Huang Wei took us on a trip into the past: "The first IPTV boxes were manufactured by Jiuzhou in 2007; back then about 20,000 boxes were produced and involved pure IPTV boxes." Production numbers only increased slowly. "In 2010 we produced 60,000 boxes", comments Huang Wei.

But 2011 looks to be completely different: "We will be manufacturing a minimum of 200,000 boxes and it could go as high as one million." It all depends on negotiations that are currently in progress with a variety of retail chains in North America as well as Europe. The reason: these retail chains are in

■ Jiuzhou constructed an impressively large building in Shenzhen's High-Tech Park. The engineers are here continuously working on new products – currently they're mostly occupied with IPTV.





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■ Jimmy Zhang is Marketing Vice Manager and deals with the global marketing of Set Top Boxes

delivering the programming either terrestrially or via satellite. With IPTV comparatively simple technology using Gateway servers is all that's needed. But even more important, the customer no longer needs to install an antenna; almost every household has an Internet connection.

Large business enterprises that have for quite some time been not only sell-

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the process of becoming their own programming providers!

This is a rather interesting development: obviously transmitting via the

Internet is opening up new possibilities; now there are programming providers that can join the bandwagon that really didn't have any interest in doing so before since it would've meant



■ Marketing Specialist Zoe Liu finds the graphics in TELE-satellite to be so good that she pins them on her wall.





**1**

**1. A look in the IPTV Engineers office: here the software for the IPTV boxes is developed.**

**2. The functionality of test samples are checked out here.**

**3. This is Vice Manager Yongjun Zhang; he is responsible for the IPTV R&D team and is in charge of 20 engineers.**



**2**



**3**





■ Jiuzhou's Overseas Marketing Team. Third from the left is Linda Lee; she has been working consistently since 2006 with TELE-satellite Editor-in-Chief Alexander Wiese (behind Linda Lee) to make Jiuzhou a recognizable name in the digital TV sector through the pages of TELE-satellite magazine. To the far right is Yang, Jiuzhou's graphic designer; he regularly updates the Jiuzhou ad that appears on the back of each new TELE-satellite issue.

ing products in their super stores, but services as well, don't want to miss out on this opportunity. In the case of IPTV, these companies could offer not only the TV channels but the necessary receivers as well. This is an enormous opportunity for manufacturers such as Jiuzhou to display their receiver mass production competence and begin supplying these new providers with the proper electronic equipment. Huang Wei is proud that Jiuzhou is leading the pack.

The fact that Jiuzhou is so nicely set up for this has to do in part to the fact that Jiuzhou has been delivering IPTV boxes domestically for China Telecom for quite some time now. Yongyun Zhang is Vice manager and runs the R&D team with 20 engineers that is responsible for IPTV. He explains to us: "We deliver IPTV boxes to the Chinese market with the IPANEL software." For other markets the IPTV software would of course be matched to the region.

For the R&D team it won't be any problem to develop the necessary soft-

ware. "Naturally we'll give the customer what he wants", insists Yongyun Zhang.

Sales Director Huang Wei has some more for us: "In 2010 we delivered 50% of our IPTV boxes domestically within China; 40% went to North America and 10% were shipped to the rest of Asia. This will drastically change in 2011: production for domestic shipments will drop to 30% while North America will climb to 50%. 15% of our production will go to Europe with the remaining 5% going to Asia."

This projection for 2011 clearly shows the strong increase in the North American market as well as the beginning of the IPTV market in Europe. Huang Wei continues: "Jiuzhou operates an office in Dallas, Texas, USA where six employees work to prepare our products for the North American market."

Jimmy Zhang is Jiuzhou's Marketing Vice Manager. He tells us something interesting regarding the European market: "We will shortly start production on a hybrid box with DVB-S2 and

HbbTV as well as a variant with DVB-T and HbbTV." These boxes will be available in Germany and France since HbbTV is already in use there; later on they'll become available in other countries as well.

Jiuzhou is fully committed to expand this new market on a worldwide scale. Not only will the company's extensive experience in receiver production help them, but so will their exceptional international exposure.

Linda Lee from their Overseas Marketing Department highlights for us at what trade shows Jiuzhou will be attending in 2011: "We'll be at the CSTB in Moscow, CABSAT in Dubai, NAB in Las Vegas, ANGA in Cologne, IBC in Amsterdam, ABTA in Sao Paulo and for the domestic market the CCBN in Beijing. In addition, we'll be at the Canton Fair as an exhibitor as well as at the Hong Kong Electronics Fair trade shows."

This gives you many different opportunities to meet up with the team from Jiuzhou and learn more about their product palette plus have a look at their new IPTV and HbbTV boxes. Jiuzhou is showing that even an old company can stay young when they consistently take on new challenges!