

Home Entertainment

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May 2011

US\$495

China supplier profiles

Detailed profiles of 36 companies with verified manufacturing and export credentials

Product gallery

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Industry trends

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Supplier capability in China

HOME ENTERTAINMENT

Maturing technologies are keeping China makers of home entertainment products busy on the R&D front. High definition, 3D, network connectivity and energy-saving applications are the directions companies are taking to rejuvenate the line.

Suppliers are also increasing shipments to new markets in the Asia-Pacific region to boost sales. While the EU and North America remain the key export destinations for most businesses, others are catering to specific buyers' requests and moving toward product differentiation.

Expenditure is expected to increase due to rising raw material and component costs, a situation being compounded by the crisis in the Middle East and the recent environmental disasters in Japan. The first has pushed up crude oil prices, impacting the cost of plastic, while the latter has dampened the supply of IC solutions and other components.

Key findings

1. The TV and audio system segments will post the highest growth rates this year. International shipments of color TVs, for example, are estimated to rise more than 20 percent. Set-top boxes are forecast to be in demand in potential niche markets in developing countries.
2. Spurred by the environment-protection trend, suppliers of LCD TVs are exploring LEDs for backlighting. Diodes are widely recognized as energy-efficient light sources. Meanwhile, makers of plasma TVs are looking to 3D technology to spur growth. Companies producing HDTVs are adding DVD and Blu-ray player functions, and developing ultraslim designs.
3. In the Blu-ray and HDMI DVD player lines, 3D and high-definition applications are the key product enhancement goals. To capture a bigger share of sales, HDMI DVD players are being promoted heavily as the market transitions from conventional to HD models.
4. Environmental consciousness and wireless networking continue to drive the radio segment. Catering mostly to the upscale market, solar radios will employ alternative power sources applicable to outdoor leisure and emergency situations. Internet radios highlight use in Wi-Fi hotspots and leverage mobility trends.
5. Surveyed manufacturers have optimistic export projections, with the majority of respondents expecting overseas business to grow by more than 20 percent in coming months.

Scope & methodology

This report covers the major categories in China's home entertainment industry, namely TVs and set-top boxes, Blu-ray and DVD players, home theater and audio systems, and radios. For each product group, details about the different types offered, and their features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the strategies employed to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of suppliers featured in this report are local, privately owned enterprises. Most of the companies are based in Guangdong province. The hub accounts for the bulk of China's export sales.

To produce this report, Global Sources interviewed a wide range of suppliers. Instead of focusing simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers.

All profiled companies are export-oriented professional suppliers that are verified by Global Sources. Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products. The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages. Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online. The rankings are correct at the time of publication and may be subject to change.

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10moons Technology Development Co. Ltd


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Established in 1996, 10moons offers set-top boxes. The Guangdong province-based company generated \$50 million in sales in 2010. The line accounts for \$10 million or 20 percent of the manufacturer's total annual sales.

Currently utilizing 72 percent of its total capacity, 10moons has 550 workers and an average monthly output of 18,000 units. About \$2.5

million is spent on R&D every year, representing 5 percent of 10moons' annual sales.

The major export markets are North America, the EU and the Asia-Pacific region. Last year's overseas revenue reached \$8 million and is projected to increase by more than 20 percent in coming months as the company plans to boost sales in the EU.

Company facts

Year established	1996
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Huizhou (Guangdong)
Factory location(s)	Huizhou (Guangdong)
No. of full-time employees	550
Annual sales (all products)	\$50.0mn
Annual R&D spending	\$2.5mn

Sales & output: Home entertainment

Annual sales	\$10.0mn
Share of total sales	20%
Annual export sales	\$8.0mn
Total monthly capacity	25,000 units
Average monthly output	18,000 units
Capacity utilized	72%
Average monthly exports	15,000 units
Export ratio	83%

Contact details

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Address	10moons Technology Park, 6 Hechang Road, Zhongkai High-Tech Zone, Huizhou, Guangdong, China



Model: DMP650

MOQ: 500 units

Description: HDD media player; AML8726M; 12VDC, 2A power supply; Android 2.2; USB 2.0, SATA, MMC, SD card; FAT32, NTFS; PAL, NTSC, YPbPr, HDMI

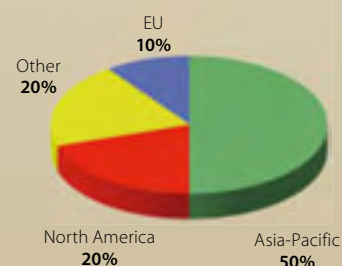
See more popular export models in the [Product Gallery](#).

Exports by product



Set-top boxes
100%

Exports by market



PRODUCT GALLERY

Set-top boxes


Everrich

(profile page 29)

Model: TV-1168HD

MOQ: 1,000 units

Description: Mini HD DVB-T receiver; 1080i resolution; Ali, Mstar IC solutions; 8W power output; 177.5 to 862MHz frequency; automatic PAL, NTSC conversion; 1,000 TV, radio programmable channels; 8 different favorite groups selection


Everrich

(profile page 29)

Model: TV-1157HD

MOQ: 1,000 units

Description: HD DVB-T receiver; 1080i resolution; Ali, Mstar IC solutions; 8W power output; 177.5 to 862MHz frequency; DVB-T, H.264, AVC, MPEG-4, MPEG-2 compatible; SPDIF coaxial, HDMI, SCART, YPbPr; EPG


Gosat

(profile page 32)

Model: DVB-S S9

MOQ: 2,000 units

Description: DVB-S receivers; 300MHz MIPS processor; Linux OS; MPEG-4, H.264/AVC; MPEG-1 Layer I/II/III, Dolby Digital; 4:3, 16:9; SCART output; 1080i, 720p, 570p, 576i, 480p; NIT Search, MPEG-5, HDMI 1.3; CA, CI slot, 10/100-Mbit Ethernet interface; multimedia playback


Gosat

(profile page 32)

Model: DVB-S GS9898

MOQ: 2,000 units

Description: DVB-S receivers; DVB-S, MPEG-2, ISO/IEC13818-compliant; HDMI port, 1.3b1 certification; 80Mbps maximum video input at MPEG-2, 25Mbps at H.264/AVC; 480i/p, 576i/p video resolution; 16/256-color display; 16:9 widescreen, 4:3 letter boxing or pan and scan


Hunan Space Satellite

(profile page 38)

Model: WTD-MSHD-DVBT107

MOQ: 1,000 units

Description: DVB-T receiver; 480i, 576i, 480p, 576p, 720p and 1080i resolutions; Mstar 7828L IC solution; supports MPEG-2, MPEG-4 and H.264 formats; 474 to 862MHz frequency; RCA, HDMI ports; IEC RF connector; USB, PVR, MP3 player, remote control, battery


Hunan Space Satellite

(profile page 38)

Model: WTD-700

MOQ: 500 units

Description: HD wireless transmitter/receiver; 480p, 576p, 720p, 1080i and 1080p resolutions; supports PCM, DTS, Dolby Digital formats; 5.1 to 5.9GHz frequency; HDMI; IR blaster, power adapter

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