June. 9. 2003

Workshop on Digital Broadcasting Technology

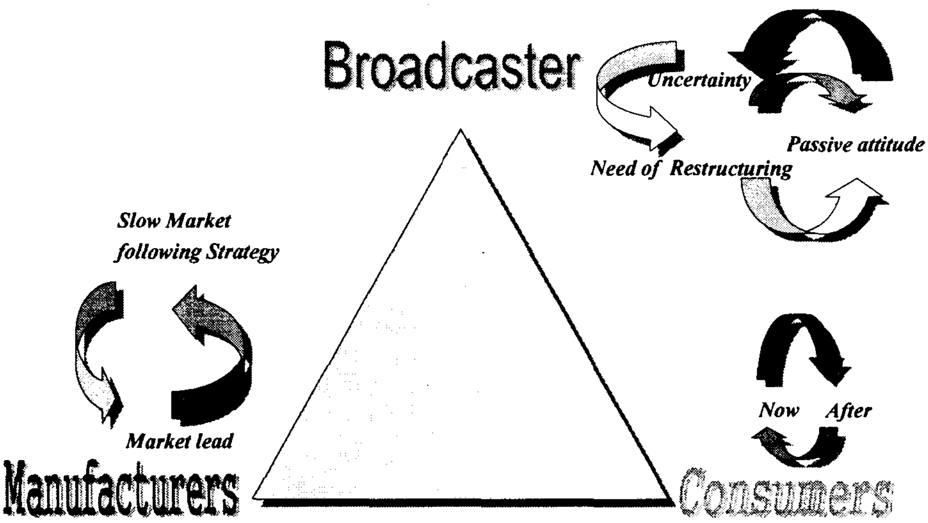
Digital Broadcasting Industry :Today & Tomorrow

Kook-Jin Kim Ph.D

Content

Triangle of Conflict

I. Digital Transition



Maxim

I. Digital Transition

- ❑ ***Transition period : the shorter , the better***

  Norway 2004 /US, Finland, Italy, 2006 (UK 2006-2010)

  Sweden, Portugal 2007

- ❑ ***Government Policy : Tipping, Ending***

  Transparency , progressive stance

- ❑ ***Digital Content Production & Management***

  Intelligent Property, Security

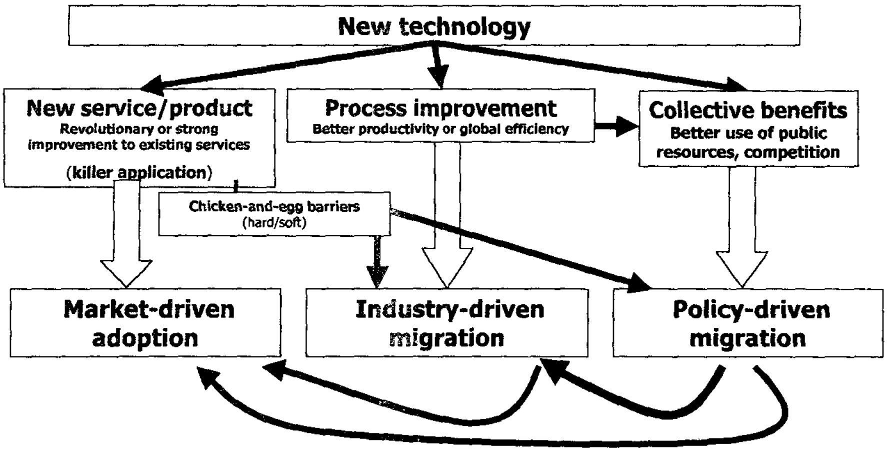
- ❑ ***New function recognition***

  Not only the entertainment conduit ,

  But also digital community and commerce place

Digital Transition Understanding Why Policy-driven?

❑ *3 type migrations according to the main driver*



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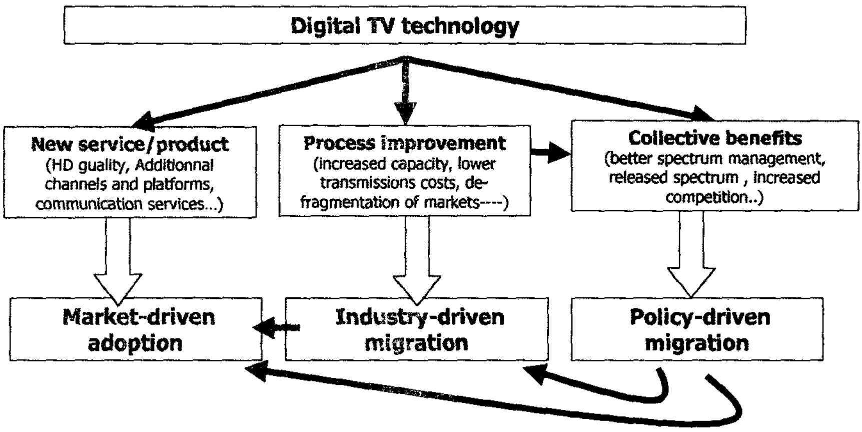
Digital Transition Understanding Why Policy-driven?



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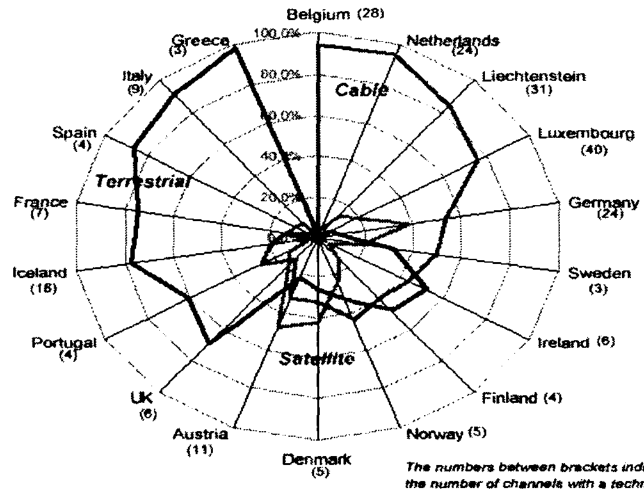
II. Digital Today and Yesterday — Difference



% of TV Households

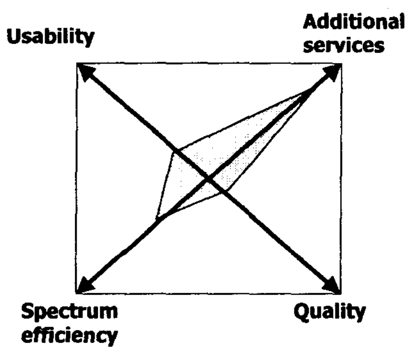
Source: IP, TV 2001, 2000 figures

The numbers between brackets indicate the number of channels with a technical penetration (access) of at least 70% of the TV households

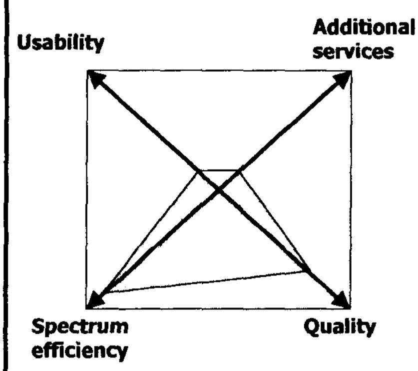
II. Digital Today and Yesterday — Difference

Terrestrial Broadcasting Orient

- Europe : « terrestrial » countries



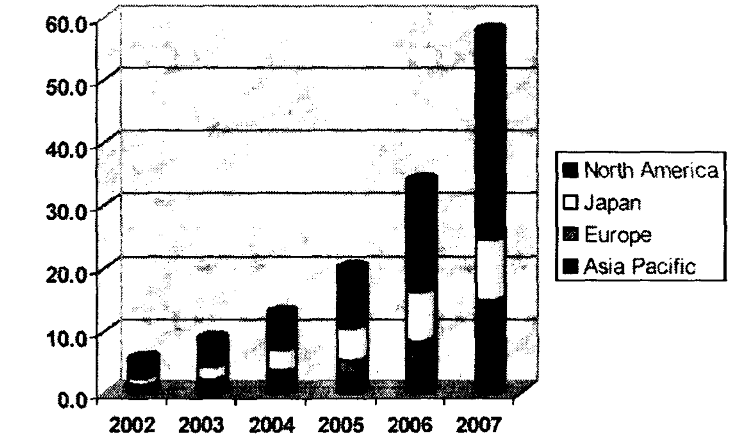
- USA



Data:BIPE(2002)

III. Digital Today & Tomorrow

worldwide DTV Set(shipment)



Source: In-Stat/MDR, 1/03

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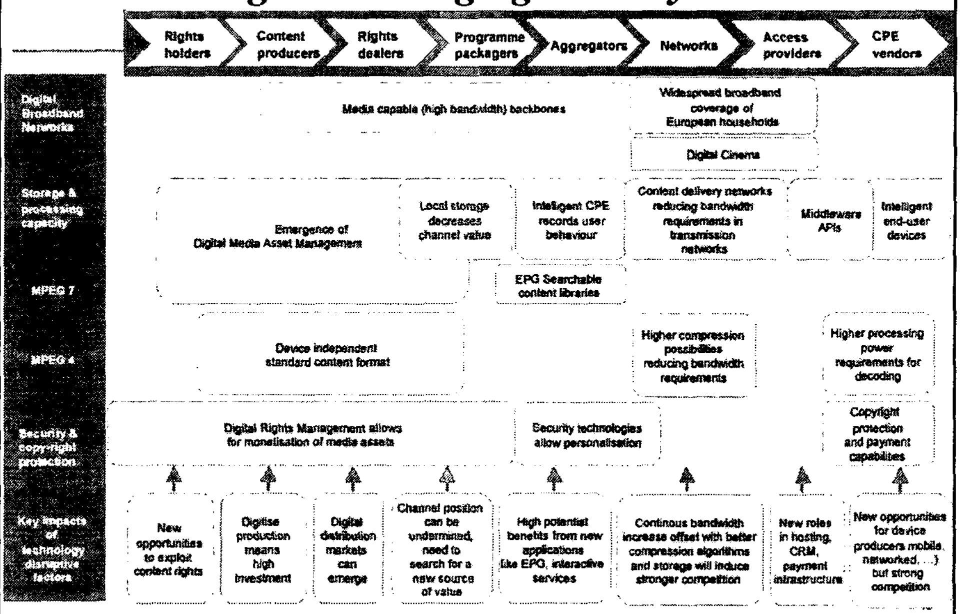
Digital converging industry

Source: Anderson Analysis



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North American DTV Set *ASPs(US$)*

	2002	2003	2004	2005	2006	2007
16:9 HDTV Projection Monitors	$1,900	$1,800	$1,600	$1,400	$0	$0
Annual growth %		-5.3%	-11.1%	-12.5%	-100.0%	
4:3 HDTV Projection Monitors	$1,600	$1,500	$1,400	$1,300	$1,150	$0
Annual growth %		-6.3%	-6.7%	-7.1%	-11.5%	-100.0%
16:9 HDTV Direct View Monitors	$1,300	$1,200	$1,100	$1,000	$900	$800
Annual growth %		-7.7%	-8.3%	-9.1%	-10.0%	-11.1%
4:3 HDTV Direct View Monitors	$1,000	$900	$800	$720	$660	$600
Annual growth %		-10.0%	-11.1%	-10.0%	-8.3%	-9.1%
Integrated HDTV Projection Sets	$2,900	$2,700	$2,450	$2,100	$1,800	$1,500
Annual growth %		-6.9%	-9.3%	-14.3%	-14.3%	-16.7%
Integrated HDTV Direct View Sets	$1,800	$1,700	$1,550	$1,410	$1,300	$1,200
Annual growth %		-5.6%	-8.8%	-9.0%	-7.8%	-7.7%
Direct View EDTV & SDTV Sets	$700	$650	$550	$470	$410	$360
Annual growth %		-7.1%	-15.4%	-14.5%	-12.8%	-12.2%
LCD TVs	$500	$475	$450	$420	$395	$375
Annual growth %		-5.0%	-5.3%	-6.7%	-6.0%	-5.1%
Plasma TVs	$4,978	$4,050	$3,500	$3,170	$2,770	$2,400
Annual growth %		-18.6%	-13.6%	-9.4%	-12.6%	-13.4%

Source: In-Stat/MDR, 1/03

European DTV Set

Shipment and Revenues
(Units in Thousands and US$ in Millions)

	2002	2003	2004	2005	2006	2007
Integrated DTV Set Units (000s)	120	300	830	1,975	4,560	9,750
Annual growth %		150.0%	176.7%	138.0%	130.9%	113.8%
ASP	$1,044	$930	$810	$695	$595	$520
Annual growth %		-10.9%	-12.9%	-14.2%	-14.4%	-12.6%
Revenue (M)	$125	$279	$672	$1,373	$2,713	$5,070
Annual growth %		122.7%	141.0%	104.2%	97.7%	86.9%

Source: In-Stat/MDR, 1/03

Japanese DTV Set

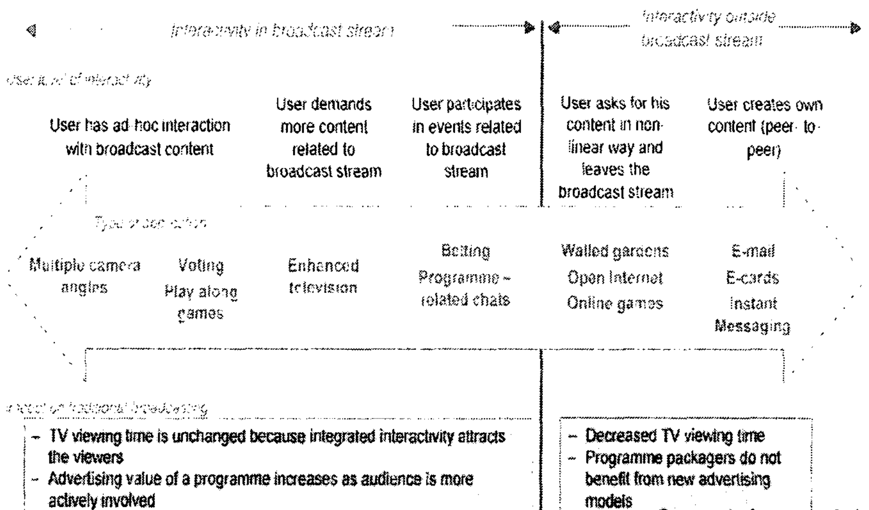
Shipment and Revenues

(Units in Thousands and US$ in Millions)

	2002	2003	2004	2005	2006	2007
Integrated HDTV Set Units (000s)	448	810	1,600	2,750	4,340	4,690
Annual growth %		80.8%	97.5%	71.9%	57.8%	8.1%
Flat Panel TVs	709	1,150	1,780	2,510	3,490	4,880
Annual growth %		62.2%	54.8%	41.0%	39.0%	39.8%
Total DTV Sets	1,157	1,960	3,380	5,260	7,830	9,570
Annual growth %		69.4%	72.4%	55.6%	48.9%	22.2%
ASP	$2,000	$1,860	$1,710	$1,570	$1,440	$1,310
Annual growth %		-7.0%	-8.1%	-8.2%	-8.3%	-9.0%
Revenue (M)	$2,314	$3,646	$5,780	$8,258	$11,275	$12,537
Annual growth %		57.5%	58.5%	42.9%	36.5%	11.2%

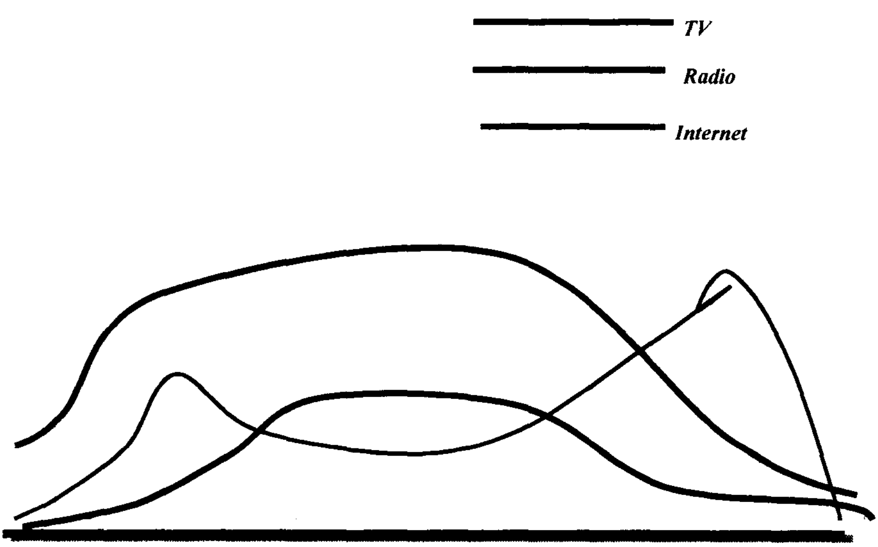
Source: In-Stat/MDR, 1/03

Interactive TV Service & Impact



Source: Anderson Analysis

Media Consumption *Consumer Behavior Time*



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Conclusion

- ❑ ***Different conditions, Different performances***
  Digital Media Mapping is important.
  The cost of maintaining the analogue broadcasting vs.
  The cost of transiting to the digital broadcasting

- ❑ ***Digital consumers have to be studied.***
- ❑ ***Policy is needed in the most countries.***
- ❑ ***Next two years are important in any countries***
  Successful transition and Market taking or not.

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Thank you

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