



Search

IPTV Shanghaied

[Advanced Search](#) [Search Help](#)

Channels

- BROADBAND
- ENTERPRISE
- POLICY
- PRICING
- SATELLITE
- WIRELESS

For Subscribers

- [Subscribe](#)
- [Newsstand](#)
- [Satellite Newsstand](#)
- [Premium Services](#)
- [Point of View](#)
- [By the Numbers](#)
- [Telecom Lobbyists](#)
- [Money Trail](#)

Resources

- [Catalog](#)
- [Special Reports](#)
- [Financial Center](#)
- [Career Center](#)
- [Calendar](#)

Siemens Communications has won a key IPTV contract in China from **Shanghai Media Group (SMG)** and **China Telecom** wireline subsidiary **Shanghai Telecom**, to deploy IPTV services in Shanghai, China.

Under the deal 5,000 households in the Shanghai borough of Pudong are to receive IPTV by the end of February 2006.

The deal with SMG is a significant one as the Chinese market is seen as a particularly lucrative one for IPTV. With the Olympics taking place in Beijing in 2008, the demand for digital TV solutions is expected to rapidly increase. China has around 360 million TV users and 25 million broadband users, making it a market rich in potential.

Siemens, of course, would like to capture all of those as customers for its Surpass Home Entertainment solution - but it's going to have to fight for the business. Rival **UTStarcom** signed a similar agreement with Shanghai Telecom last month to provide IPTV equipment to homes in the city's Minhang District. It looks like Shanghai Telecom is setting the two up for a shoot-out. And of course both Siemens and UTStarcom are going to have to battle for business against China's home-grown **Huawei Technologies** and **ZTE Corp**, both of whom have substantial IPTV aspirations. Faced with that battle, local Siemens officials were reported in the Chinese press as estimating that the company will wind up with a 20-25 percent share of the Chinese market, which is expected to grow to 4.5 million subscribers by 2008.

The system Siemens is providing Shanghai Telecom will deliver fast Internet access, Video-on-Demand (VoD), Personal Video Recording (PVR) and video telephony, using a webcam on the TV set. In addition, the system supports interactive services such as dynamic wagering during live sport telecasts, which is highly popular in China.

Meanwhile, according to reports out of India, Siemens has confirmed that it is in talks with every telco in the country - **Reliance**, **Bharti**, **Bharat Sanchar Nigam Ltd** and **Mahanagar Telephone Nigam Ltd** - in hopes of signing them up as customers for its IPTV offering.



Advertisement

Advertisement

TELECOMWEB
**news
break**

the **most
important
developments
in telecom
each day
in your
inbox.**

FREE

TelecomWeb Network

[BROADBAND](#) | [ENTERPRISE](#) | [POLICY](#) | [PRICING](#) | [SATELLITE](#) | [WIRELESS](#)

[TelecomWeb Home](#) | [About Us](#) | [Advertise](#) | [Subscribe](#) | [Feedback](#)

TelecomTactics

What's New in the Business Telephony Market?

