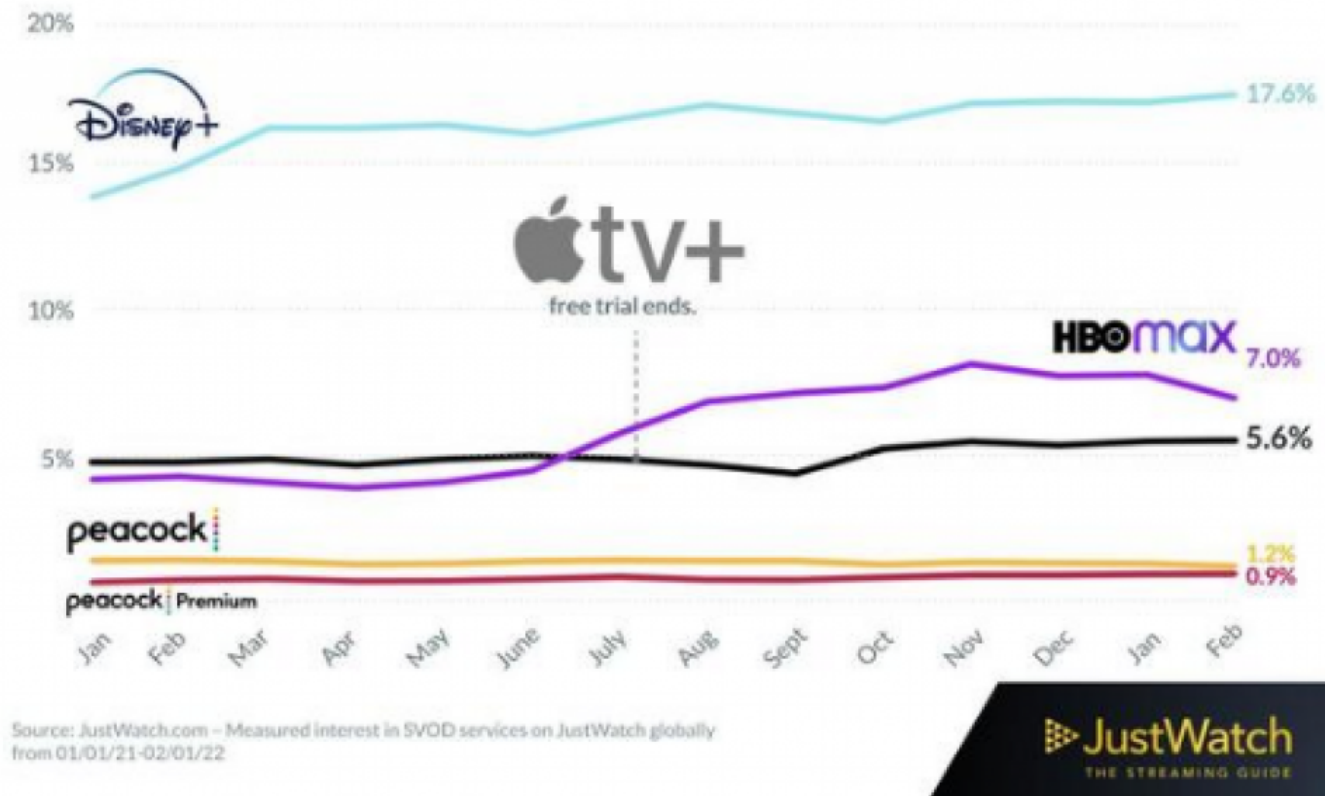


Dangbei is a well-known Chinese intelligent large screen service provider

The business model of Dangbei and Roku is most similar. The total coverage of Dangbei's business has exceeded 200 million home users.

Apple TV+ market share development (2021-2022)



Alachua, Florida Apr 8, 2022 ([Issuewire.com](https://www.issuewire.com)) - In China, the length of time spent watching streaming media on the big screen has exceeded that of the mobile terminal. According to the statistics of the program viewing big data system of the General Administration of Radio, Film, and Television, the average household in China spent 6.87 hours watching TV at home in 2020, and the TV viewing hours exceeded the mobile viewing hours. In the Chinese TV streaming devices, in addition to mainstream TV manufacturers such as TCL, Skyworth, and Hisense, the development of Dangbei is the most prominent. Dangbei is most similar to Roku in terms of business model, focusing on the big screen field, with business spanning software, hardware, and operating system for the whole ecological business at the large screen end. Dangbei has the largest TV application distribution platform in China - Dangbei Market, as well as Dangbei Film and TV, Dangbei Kugou Music, and other high-quality large-screen application products, and also established content cooperation with Bilibili and other mainstream video platforms, and occupies the top three market positions in the large-screen terminal device industry, including smart projection and OTT boxes. In addition, the products sold in the domestic market by world-famous TV manufacturers such as SONY and LG also adopt Dangbei OS operating system. Up to now, the total coverage of Dangbei's business has exceeded 200 million home users.

As a well-known Chinese intelligent large screen service provider, Dangbei is a comprehensive platform-

type enterprise with software matrix, intelligent system, and hardware R&D, and currently has over 200 million users. It is widely reported that Dangbei entered the projector market in 2019. In less than 3 years, the Dangbei projector has firmly established its position as the 2nd Chinese projector.

On March 16, 9to5Mac reported that Apple's home TV Apple TV + global market share is gradually climbing. With a global streaming market share of 5.6 percent as of the end of February 2022, Apple TV + is closing in on HBO Max, the streaming platform built by Warner, although it still lags far behind major competitors like Disney + and Netflix.

Apple TV+'s market share growth has been slow compared to major competitors like Netflix, Disney+, and HBO Max, mostly related to the hardware, with Apple TV being far more expensive than other TV boxes on the market. But Apple TV+'s subscription price is quite cost-effective, at just \$4.99 (about¥31) per month, which is about four times cheaper compared to Netflix's same level of service. Although the hardware is expensive, the overall service is cost-effective, which gives Apple TV+ some market competitiveness.

The global streaming industry has seen explosive growth in the past few years, with more and more people starting to watch content on streaming platforms or watching live Internet channels. According to new research from Digital TV Research, the global streaming market is expected to grow by 550 million subscribers between 2021 and 2027, with the U.S. and China together accounting for 48% of the total global streaming subscriber base. China's streaming subscriber growth is decelerating due to the disappearing Internet dividend, with subscriptions expected to reach 374 million by 2027; the U.S. will continue to grow, with subscriptions expected to reach 456 million by 2027.

The large screen TV is a major part of streaming viewership everywhere except Asia, especially in the U.S., where it accounts for 82% of streaming viewing time, with mobile, desktop, and tablets accounting for just 8%, 6%, and 4% in the U.S. Among TV streaming devices, Roku, Amazon Fire TV, and Samsung TVs account for the majority of big-screen viewing time in the US, with Roku accounting for 39% of all connected TV viewing time in the US. In the context of the U.S. TV streaming trend, the growth of large-screen terminal manufacturers represented by Roku continues to be high. According to Roku's latest data, from 2017 to 2021, Roku's active users increased from 14.2 million to 60.1 million, a more than four-fold increase; average user hours increased by more than five times, and ARPU increased by nearly four times; annual revenue increased from \$513 million in 2017 to \$2.764 billion in 2021, with a compound annual growth rate of up to 40%.

As global users accelerate their migration to streaming media, streaming media will become the most important platform for people to watch content, and large screens will dominate the growth of streaming media users due to a better viewing experience. It is expected that streaming media service providers will focus on providing content for large screens and continue to shift to large screens. This will continue to benefit Roku and Dangbei, which already have a leading position in the global large screen streaming market, in the global trend of large screen streaming, and the room for future development is still very large.

Global streaming subscriptions are expected to continue to grow exponentially over the next few years as TV service providers, including TV manufacturers and technology media companies, shift their focus to streaming video services for TV. Currently, the Apple TV+ app no longer only supports Apple devices, but has also started to support Android TV devices and has established cooperation with streaming terminals including Roku. With Apple's ecological footprint in the global market and the continued growth of the global streaming market, Apple TV+ will continue to steadily increase its global streaming market share.



Media Contact

Edwina

mall@dangbei.com

Source : Dangbei

[See on IssueWire](#)