

Satellite Shopping in China

The majority of satellite products are manufactured in China. For this reason TELE-satellite wanted to research what it is like to buy satellite products in China itself since the sale of satellite equipment to the private sector is officially illegal there. With that in mind, there shouldn't be many satellite shops in China, or are there?

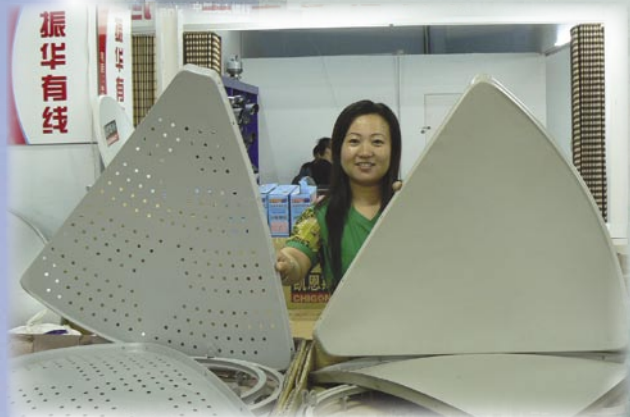
Actually, there are quite a few! An insider explained to us how this works: "A company is given the authorization to sell satellite components to professional companies. They are given an official certificate that is hung so it is clearly visible in their shop. Then an inspector comes to check and make sure that private individuals could not buy satellite products."

There are other obstacles: it is not all that well known that a satellite antenna can be used to receive numerous additional channels. And with the tendency in China to do things as a society rather than individually, cable television technology is now widely in use.

Town and village communities come to an agreement, install a single satellite reception system and distribute the signal either via cable or via MMDS to all the households, though the latter is about to be stopped eventually. This leaves very little room for experimentation or long-distance reception; instead, only the state-run channels along with all the many provincial and city channels can be received. Usually, a cable connection costs RMB 150 per year (approx Euro 15), and a complete satellite set will offset a Chinese viewers with about RMB 500 (approx Euro 50) - for a lifetime.

In consequence, the products offered in satellite shops are mostly geared towards this cable tv group, that is, community-oriented satellite reception rather than private individual reception. But it also means that a satellite DXer would have no problem acquiring the necessary satellite components even though it is officially prohibited.

At least for now anyway. In all likelihood, the launch of CHINASTAR to 115.5 east and SINOSAT to 125 east will result in these laws becoming more relaxed.



▲ Ms. Guo from the Zhen Hua Corporation shows us two variations of their segmented antennas: completely solid and solid with holes. The latter variant is recommended when the wind load needs to be smaller. She explained to us, "We sell between 100 and 1000 dishes every month." She offers both the 1.2-meter and 1.5-meter sizes.



▲ On the fourth floor of this electronics shopping mall in an eastern Chinese city, a satellite hobbyist can find anything his heart desires. Not only dishes as can be seen here in the foreground, but every imaginable Ku and C-band LNB, DiSEqC switch, satellite receiver along with miles of coax cable.



▲ Mr. Yan from the DeLong Corporation shows us TELE-satellite and explains, "We sell roughly 500 1.2-meter antennas and about 300 1.5-meter antennas every month. But we also have months where that number reaches 1000!"

▲ The old TV tower in an eastern Chinese city. The revolving restaurant near the top is still in operation and is quite popular. There's even a satellite antenna on the roof.

Download this report in other languages from the Internet:

| | | |
|------------|------------|---|
| Arabic | العربية | www.TELE-satellite.com/TELE-satellite-0801/ara/chinasatshop.pdf |
| Indonesian | Indonesia | www.TELE-satellite.com/TELE-satellite-0801/bid/chinasatshop.pdf |
| Bulgarian | Български | www.TELE-satellite.com/TELE-satellite-0801/bul/chinasatshop.pdf |
| German | Deutsch | www.TELE-satellite.com/TELE-satellite-0801/deu/chinasatshop.pdf |
| English | English | www.TELE-satellite.com/TELE-satellite-0801/eng/chinasatshop.pdf |
| Spanish | Español | www.TELE-satellite.com/TELE-satellite-0801/esp/chinasatshop.pdf |
| French | Français | www.TELE-satellite.com/TELE-satellite-0801/fra/chinasatshop.pdf |
| Greek | Ελληνικά | www.TELE-satellite.com/TELE-satellite-0801/hel/chinasatshop.pdf |
| Croatian | Hrvatski | www.TELE-satellite.com/TELE-satellite-0801/hrv/chinasatshop.pdf |
| Italian | Italiano | www.TELE-satellite.com/TELE-satellite-0801/ita/chinasatshop.pdf |
| Hungarian | Magyar | www.TELE-satellite.com/TELE-satellite-0801/mag/chinasatshop.pdf |
| Mandarin | 中文 | www.TELE-satellite.com/TELE-satellite-0801/man/chinasatshop.pdf |
| Dutch | Nederlands | www.TELE-satellite.com/TELE-satellite-0801/ned/chinasatshop.pdf |
| Polish | Polski | www.TELE-satellite.com/TELE-satellite-0801/pol/chinasatshop.pdf |
| Russian | Русский | www.TELE-satellite.com/TELE-satellite-0801/rus/chinasatshop.pdf |
| Turkish | Türkçe | www.TELE-satellite.com/TELE-satellite-0801/tur/chinasatshop.pdf |



▲ Ms. Weng in her small satellite shop. She explained to us, "I sell 200 to 300 antennas each month." She also ships antennas up to 12 meters in diameter. But the majority of her sales come from cable distribution systems.



▲ The entrance to Mr. Tom's satellite shop.



▲ This is...we'll call him Mr. Tom; he would prefer not to see his real name made public. For the past eight years he has been operating a wholesale/retail business in a city in eastern China. He has seven employees plus additional installers that are called when needed. His best-selling product is the 1.5-meter antenna. "They make up 80% of my sales." 5% of the antennas that he sells are 1.8 meters in size and 2% are 2.4 meters in diameter. Here he shows us a 75cm model although this size only makes up 2% of his sales. As can be seen on the shelves, he also carries a large variety of receiver and cable modulators.



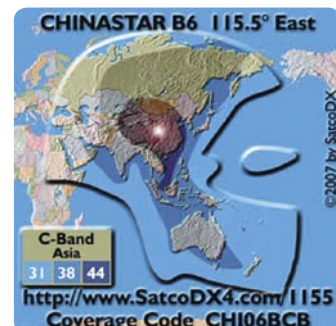
▲ Mr. Yin can be seen here with his homemade solution for the reception of the three satellites SINOSAT 3 (left), CHINASTAR 6B (middle) and ASIASAT 3S (right, in the antenna focal point).



▲ In this shop we surprised Ms. Yan while she was reading TELE-satellite. Her business has been in operation since 1983 and she explained to us, "One third of our sales come from satellite components; the rest come from cable TV components."



▲ More and more satellite antennas are popping up in China, even if it's only here and there. Here is a view of an apartment building in an eastern Chinese city.



▲ Footprints of the two new chinese satellites CHINASTAR and SINOSAT.