

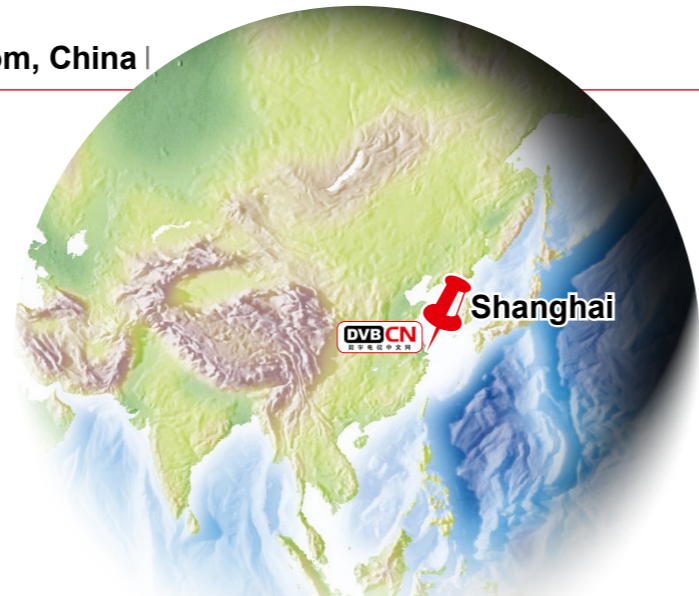
- *Known by every digital TV company in China*
- *Provides all information regarding digital TV*
- *Expanding in the areas of recruitment and software development*
- *Focusing in future technologies such as OTT and IPTV*
- *Working on international expansion*

# Largest Digital TV Website in China: DVBCN.com

■ In the office building to the left in Shanghai's Minhang district can be found DVBCN's leased offices on the fifth floor.

# How Anna Built up DVBCN.com in Just 10 Years

Alexander Wiese



It's not easy to find women in leading positions in the digital TV business and it's even rarer for women to actually start a company in this business. But that's exactly what Anna Xie did: she started a website from nothing and in just 10 years built it up into China's largest site for digital TV. It's an exciting story that we wanted to hear about directly from her.

Shanghai's Minhang District. Anna rented expansive office space on the fifth floor of a modern office building. 10 employees work there although DVBCN has an additional 13 employees. But more on that later. First we wanted to know how Anna managed to turn her website into China's largest site for digital TV.

She explains to us: "I come from Wenzhou in the Zhejiang Province." This province is located south of Shanghai;

Anna studied at the university in Shanghai. "I studied TV and radio journalism." That was in 2001. And she was still a brand new student when she started her website DVBCN in 2002 ([www.dvbcn.com](http://www.dvbcn.com)). "At first it was just a forum to discuss technical information."

As you can tell by the website's name, her forum dealt back then primarily with the new DVB technology. "We made available for download all documents,

DVBCN's offices can be found in



■ Anna Xie is founder and owner of DVBCN, the largest website for digital TV in China ([www.dvbcn.com](http://www.dvbcn.com)). Recently DVBCN began cooperating with TELE-satellite. The first DVBCN ad appeared in the TELE-satellite issue that Anna is holding in her hand.



technical specifications and standards." Some of the documents were translated into Chinese by her fellow students. Anna had managed to find a powerful market gap; anyone in China who was involved with receiver production or development of digital receiver software could view and download all the necessary documents from Anna.

"By 2004 we already had 80,000 registered users", remembers Anna about the quickly growing popularity of her website. "We also offered the source codes for DVB applications and DVB analyzer information."

A natural development of her download forum website was the start of a discussion page and not long after that a news page was started. Today DVBCN is the most viewed website in China for anyone that in one form or another is connected with digital TV. Technicians can find not only valuable information for their work on the DVBCN site, but

even those employees in marketing use DVBCN for up to date information on digital TV trade shows and exhibitions. Today DVBCN has over 200,000 registered users.

But Anna was not satisfied with one website. "The main site is just a base website", she explains, "but two other business segments are above all financially successful." Since so many professional digital technical users have come together on DVBCN, it was actually quite easy to provide them and digital TV firms a platform where workers could find new jobs and digital TV companies could find new employees: In 2005 Anna started her new website www.51dtv.com that resembles a recruiting company; the number 51 is Chinese for "I need".

At the moment www.51dtv.com is only available in Chinese but Anna is in the process of creating an English version that would make it easier for companies

outside of China to search for employees and also, vice versa, to make it easier for Chinese digital TV specialists to find a job with a foreign company.

But that was still not enough for Anna - in 2011 she founded yet another business segment in her own company: Digital Technology Ltd. develops digital TV software. This segment immediately caught on; this is the company with the additional 13 employees we had mentioned earlier, although they're not located in Shanghai. "10 engineers work in an office in Hangzhou plus one additional engineer each in Shenzhen, Chengdu and Beijing."

What are these engineers doing at these locations? "We are primarily working on the DLNAOTT technology, that is, the integration of mobile telephone, laptop and TV under the term Multi Screen Interaction." This means that what you see on a display screen, for example, on a mobile telephone screen, can be

Victor Ho oversees the news and test reports on DVBCN. He is DVBCN's Chief Editor.



www.dvbcn.com website screenshot showing navigation, news, and technical articles.

www.51dtv.com website screenshot showing job listings and company information.

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transferred to the TV screen in your living room. In other words, it's the complete interconnection of every device. "We're working under contract with well-known manufacturers from the digital TV industry", reveals Anna to us, "and this includes companies that can be found in TELE-satellite magazine." For sure it won't take long for receivers with Anna's new software to show up at TELE-satellite for testing.

In the first ten years Anna, as the head of the company, already has quite a bit on her plate. Now we want to know how all of this developed financially. "In the beginning I used my own money to start the website and keep it active", recalls Anna. But today the situation is different: "In 2011 our DVBCN website pulled in about 1.0 million RMB (roughly US\$ 150,000), the recruitment website [www.51dtv.com](http://www.51dtv.com) achieved about the same numbers and our software development netted about 2.0 million RMB."

The company Digital Technology Ltd, that only just got started recently, has developed itself quite exceptionally and Anna sees here significant increases in income for 2012 ("about 50% more than in 2011"). The recruitment site is also expected to increase ("around 30%") while the DVBCN website should remain about the same. "But DVBCN is not just the base from which everything else was developed; it is also the mouthpiece and display window for all our other activities", and for this reason Anna is relaxed about not seeing much increase of income from this site.

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**1. DVBCN's editorial team (from l to r): Bella Lee and Jean Fang are news editors, Andrew Wang is forum editor and Ao Rick is a reporter.**

**2. Two of the Marketing Team employees at DVBCN: Marketing Manager Steven Song (left) and Marketing Specialist Alex Wang. They take care of the advertisements on the [dvbcn.com](http://dvbcn.com) website as well as the jobs seeking and jobs offerings announcements on the recruitment site [www.51dtv.com](http://www.51dtv.com).**

Anna has managed in just a few short years to take her one website, that she just happened to start at the right time, and turn it into a flourishing company.

Everyone in China associated with the digital TV market knows of her website

and she continues to work on expanding her ascendancy. In a male dominated market Anna has managed to drive herself and her company to the top. It's quite a success story for her and we congratulate her on the company's 10-year anniversary!