



China Digital TV Holding Co., Ltd.

CORPORATE FACT SHEET | August 06, 2010




Company Overview

China Digital TV is the leading provider of conditional access, or CA, systems to China's expanding digital television market. CA systems enable television network operators to manage the delivery of content and services to their subscribers and block unauthorized access to their networks. As of June 30, 2010, we had installed CA systems at 263 TV network operators across mainland China and shipped approximately 37.8 million smart cards cumulatively. Of the 28 new contracts to install CA systems signed in the first half of 2010, 19 were signed with us, based on the market data collected by the Company.

China has the largest television viewing market in the world, with televisions in 376 million households, of which 174 million households subscribed to cable TV at the end of 2009, according to Analysys International. China's TV operators are in the early stages of switching from analog to digital transmissions, and the Chinese government aims to complete the digital transition nationwide by 2015. Analysys International believes this transition will bring the number of digital TV subscribers in China from 62 million in 2009 to 107 million in 2011. As the base of digital TV subscribers quickly expands, more sophisticated applications, such as EPG, DVR, VOD, will be launched by operators to woo users and enhance network revenues. As one the leading players in the industry, China Digital TV invest heavily in R&D to build our strengths in new spaces. We will leverage on our industry relationships and partner with China's TV operators and content providers to develop and market multiple new services to China's digital TV viewers.

Products and Services

CA Systems

- 
Smart Cards Cards inserted into set-top boxes
- 
Head-end Software Software installed at the premises of the digital television network operator
- 
Terminal-end Software Software installed in a set-top box at the subscriber's end, or the terminal end

Digital Television Application Software



Set-top Box Design



Fast Facts

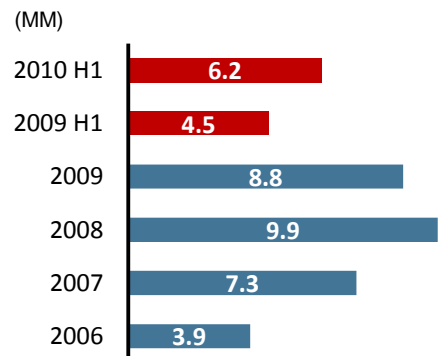
- Established: 1998
- Headquarters: Beijing
- # of Employees: 500+
- Ticker Symbol: NYSE: STV
- Stock Price: \$6.35 (Aug 6)
- 52wk Range: \$5.21 - \$9.49
- Market Cap: \$368.58M

263 Operator Customers Across 27 Provinces in China



As of June 30, 2010

No. of Smart Cards Shipped



Investment Highlights

- Fast-growing digital TV market in China
- Dominant position in the fast-growing CA and value-added services market
- High-level brand recognition based on a track record of quality
- Experienced, stable and market-savvy management team
- Unparalleled competitive advantages:

- A** Adaptable Technology Solutions
- C** Consistently High-Quality Customer Services
- E** Extensive Partnerships

Our Approach

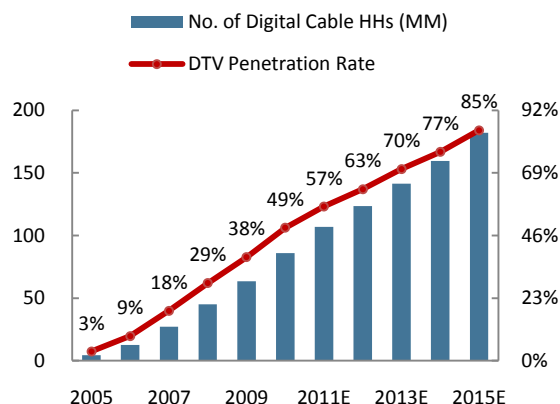
- Cultivate strong relationships in local cable television markets across China
- Cooperate with cable television network operators to provide value-added television services
- Develop new markets in content protection for other terminal devices
- Develop new business from existing customers
- Continue our strong commitment to research and development
- Maintain consistent and high-quality customer service

Financial Highlights

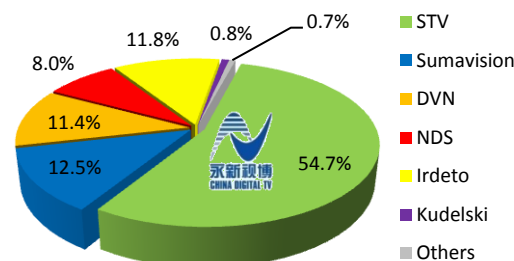
| (US\$ MM) | Net Revenues | Gross Profit | Net Income* | EPS (\$) |
|----------------|--------------|--------------|-------------|----------|
| 2010 H1 | 33.1 | 26.0 | 14.5 | 0.25 |
| 2009 H1 | 28.9 | 21.9 | 14.4 | 0.25 |
| 2009 | 54.7 | 41.3 | 25.3 | 0.43 |
| 2008 | 70.3 | 56.6 | 43.1 | 0.72 |
| 2007 | 55.5 | 45.2 | 33.8 | 0.68 |
| 2006 | 30.4 | 23.8 | 13.0 | 0.21 |

*adopt 15% tax rate in 2010, compared to 7.5% in 2009

Rapid Digital TV Subscriber Growth



Leader in China's Smart Card Market



For the 6 months ended June 30, 2010

Management Team

Jianhua Zhu – CEO
 Dong Li – President & CMO
 Zhenwen Liang – CFO
 Jian Han – CTO
 Huiqing Chen – CAO

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This document contains statements regarding the Company's projected financial and operating results, market opportunity and business prospects that are individually and collectively forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. Therefore the Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this document. The Company assumes no obligation to update any forward-looking information contained in this document.