UK TV Market Map Q1 2010

Description: The map illustrates the television market in the UK.

Published quarterly, the UK TV Market Map is a precious resource for those who need a concise overview of the British TV market.

The UK TV Market Map is an easy-to-reference resource to understand the television market in the country.

The data reported in the map are extracted from e-Media Institute extensive proprietary databases on the media and communication markets in all Western European countries.

The map shows data as of December 2009.

Total population in the UK for the current and last two years
Total households in the UK for the current and last two years
Total GDP in the UK and real GDP growth rate for the last two years (%)
Forecasts for real GDP growth rate for the current and next year (%)
Total TV households in the UK for the current and last two years
Penetration of TV households in the UK (as a percentage of total households) compared with other Western European countries
Total digital TV households in the UK and penetration rate (%) on total TV households
Total Pay-TV subscribers in the UK and penetration (%) on total TV households
TV advertising expenditure per TV households in the UK for the last five years (in Euro, year-end data)

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