Lithuania - Digital Media and Broadband Market Insights Statistics and Forecasts

Description:
Lithuania has one of the more advanced broadband markets in Europe, with a strong focus on fibre networks and effective regulatory measures to ensure competitor access to the incumbent operator TEO's networks. FttX has overtaken ADSL to become the most popular fixed-broadband access platform, a testament to the country's investment in telecom infrastructure in recent years. The country has one of the highest FttP penetration rates in the world, with TEO's service also being one of the fastest in Europe. ISPs have shifted their focus to internet-based convergence services and bundled offers. Widespread internet usage has also resulted in a fast-emerging internet society, with a range of ICT services improving social and economic development, and with various e-commerce, e-government, e-education and e-health services increasingly available and used.

A burgeoning digital TV market is evident as a consequence of the transition to digital-only broadcasting. TEO is well positioned to develop the sector due to the company's involvement in both IPTV and digital terrestrial TV.

This report offers a wide range of statistical data on Lithuania's fixed and wireless broadband markets, including forecasts to 2020, as well as an overview of the digital TV sector.

Key Developments:
Lithuanian FttP penetration is among world's highest; Skynet planning to cover 8,500 apartments in Vilnius with FttP by end-2015; government develops RAIN project extending fibre backbone to rural areas; TEO fibre networks reach 70% of the population, with 42% of all its broadband subscribers being on fibre; regulator's market data to June 2014; telcos' financial and operating data to Q3 2014; recent market developments.

Companies covered in this report include:
TEO, Vinita, Tele2, Balticum TV.

Contents:
1. Synopsis
2. Fixed broadband market
   2.1 Overview
   2.1.1 Fixed broadband statistics
   2.2 Cable modems
   2.3 Asymmetric Digital Subscriber Line (ADSL)
   2.4 Fibre-to-the-Premises (FttP) networks
      2.4.1 Infrastructure sharing
   2.5 Wireless broadband
      2.5.1 Market overview
      2.5.2 WiFi
      2.5.3 WiMAX
   2.5.4 Mobile broadband
3. Digital media
   3.1 Business models
      3.1.1 Bundled services
   3.2 Overview of media convergence
   3.3 Overview of broadcasting market
   3.4 Digital TV
      3.4.1 Broadband TV (IPTV)
      3.4.2 Cable TV (CATV)
      3.4.3 Satellite-based digital pay TV developments
      3.4.4 Digital Terrestrial TV (DTTV)
4. Digital Economy
   4.1 Lithuania's emerging internet society
   4.2 E-government
      4.2.1 Overview
4.2.2 Infrastructure

4.3 E-health

5. Forecasts

5.1 Broadband subscribers 2010 - 2013; 2020

5.1.1 Scenario 1 higher broadband subscriber growth

5.1.2 Scenario 2 lower broadband subscriber growth

5.1.3 Notes on scenario forecasts

6. Related reports

Table 1 Historic - Internet users and penetration rates 1999 - 2004
Table 2 Internet users and penetration rates 2005 - 2014
Table 3 Proportion of fixed-line broadband connections by access type 2009 - 2014
Table 4 ISP market share by subscribers 2009 - 2014
Table 5 Internet services market revenue 2006 - 2015
Table 6 Telecom revenue by key services 2006 - 2014
Table 7 Internet access market share by access type 2006 - 2014
Table 8 Fixed broadband subscribers and penetration rate 2001 - 2015
Table 9 Total internet subscribers 2006 - 2015
Table 10 Internet ARPU 2006 - 2014
Table 11 Broadband data rates as proportion of subscribers 2009 - 2014
Table 12 Cable broadband subscribers 2005 - 2014
Table 13 TEO fixed broadband subscribers 2005 - 2014
Table 14 ADSL subscribers 2006 - 2014
Table 15 FttP/FttB subscribers 2008 - 2014
Table 16 TEO FttX subscribers 2006 - 2014
Table 17 TEO WiFi subscribers 2007 - 2013
Table 18 WiFi subscribers 2011 - 2014
Table 19 WiFi hotspots 2012 - 2014
Table 20 WiMAX subscribers 2011 - 2014
Table 21 Mobile broadband share of subscribers by operators 2013 - 2014
Table 22 Mobile broadband subscribers and penetration rate 2006 - 2014
Table 23 Subscribers to bundled services, by offer 2008 - 2014
Table 24 Subscribers to bundled services 2010 - 2014
Table 25 Broadcasting revenue 2005 - 2014
Table 26 Pay TV subscribers 2008 - 2014
Table 27 Pay TV market share by platform 2009 - 2014
Table 28 Digital TV subscribers by access method 2009 - 2014
Table 29 Digital TV market share by access method 2008 - 2014
Table 30 TEO IPTV subscribers 2006 - 2013
Table 31 Historic - Cable TV and MMDS subscribers 1997 - 2004
Table 32 Cable TV and MMDS subscribers 2005 - 2014
Table 33 DTTV revenue 2011 - 2013
Table 34 TEO DTTV subscribers 2008 - 2014
Table 35 Proportion of population making online purchases 2005 - 2013
Table 36 Uptake of e-government services by businesses 2004 - 2011
Table 37 Uptake of e-government services by individuals 2004 - 2011
Table 38 Forecast fixed broadband subscribers higher growth scenario 2013; 2015; 2020
Table 39 Forecast fixed broadband subscribers lower growth scenario 2010 - 2013; 2020
Chart 1 Internet access market share by access type 2006 - 2014
Chart 2 Fixed broadband subscribers and penetration rate 2005 - 2015
Chart 3 Broadband data rates as proportion of subscribers 2009 - 2014
Chart 4 TEO fixed broadband subscribers, total and DSL 2005 - 2014
Chart 5 TEO FttX subscribers; annual growth 2006 - 2014
Chart 6 Mobile broadband subscribers and penetration rate 2006 - 2014
Exhibit 1 The Economist Intelligence Unit (EIU) annual E-readiness criteria

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