Uruguay Media Market to 2015: Media Services Adoption by Operator

Description: “Uruguay Media Market to 2015: Media Services Adoption by Operator” report provides a top-level overview and detailed insights into the operating environment for mobile operators. It is an essential tool for companies active across the telecom value chain in Uruguay and for new companies that may be considering entering the market.

This product is part of the author’s new ‘on demand’ range. These reports are built on the foundation of the most up-to-date data at the moment of purchase, guaranteeing their sensitivity to the current state of the market, and facilitating informed business decisions that can be made with the utmost of confidence. Delivered within two working days, these ‘on demand’ products combine the author’s rigorous methodology with a new level of reactivity to the market, making them an exciting addition to our portfolio, and an even more useful resource for your organization.

- Demographics – Statistical data on Uruguay population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by operator
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Synopsis

This report offers a concise breakdown of Uruguay operating environment, with both historic data and forecasts to 2015. The report contains quantitative data which covers:

- Demographics – data on Uruguay population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by operator
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Since 1986, the author has compiled an extensive database on the telecommunications markets in Asia, Africa, the Middle East, Europe, North America and Latin America. The core components of this database mainly include:

Regulatory
- Interviews with top officials at regulatory agencies.
- Statistical data published by governments and regulatory agencies.
- Copies of telecom laws and amendments.
- Copies of tariff schedules, interconnection regulations and universal service requirements.

Operators
- Interviews with key officials in strategic planning, marketing, network planning and financial planning.
- Extensive surveys conducted with operators to determine key network statistics, investment, technology rollout plans, subscribers by service, tariff plans and service offerings.
- Internal statistics and bulletins published by operators.

Vendors
- Interviews with key officials within vendors both at in-country offices and in-company headquarters.

Contents:

1 INTRODUCTION
1.1 What is this Report About?
1.2 Definitions
2 DEMOGRAPHICS
2.1 Uruguay Population, 2009 - 15F
2.2 Uruguay Households, 2009 - 15F
2.3 Uruguay Businesses, 2009 - 15F
2.4 Uruguay Nominal GDP (US$ B), 2009 - 15F
2.5 Uruguay Nominal GDP per Capita (US$), 2009 - 15F
2.6 Uruguay PPP Adjusted GDP per Capita (US$), 2009 - 15F
2.7 Uruguay Consumer Price Inflation (%), 2009 - 15F
2.8 Exchange Rate CNY / US$, 2009 - 15F
3 MEDIA SERVICES PENETRATION
3.1 Uruguay TV Households, 2009 - 15F
3.2 Uruguay Pay TV Households, 2009 - 15F
3.3 Uruguay Mobile Subscriptions by Type, 2009 - 15F
4 MEDIA SERVICES ADOPTION BY OPERATOR
4.1 Uruguay Total TV Accounts, 2009 - 15F
4.2 Uruguay Cable Accounts, 2009 - 15F
4.3 Uruguay DTH/Satellite Accounts, 2009 - 15F
4.4 Uruguay DTT/DVB-T Accounts, 2009 - 15F
4.5 Uruguay IPTV Accounts, 2009 - 15F
4.6 Uruguay Total Mobile TV Subscriptions, 2009 - 15F
5 MEDIA SERVICES MARKET SHARE BY TECHNOLOGY
5.1 Uruguay Pay TV Accounts, 2009 - 15F
6 MEDIA SERVICES MONTHLY ARPS
6.1 Uruguay Spend per Pay TV Account, 2009 - 15F
6.2 Uruguay IPTV, 2009 - 15F
6.3 Uruguay Mobile TV ARPS, 2009 - 15F
7 MEDIA SERVICES REVENUE
7.1 Uruguay Total Pay TV Revenue, 2009 - 15F
7.2 Uruguay IPTV, 2009 - 15F
7.3 Uruguay Total Mobile TV Revenue, 2009 - 15F
8 APPENDIX
8.1 About Us
8.2 Disclaimer
Table 1: Definitions
Table 2: Uruguay Population, 2009 - 2015F
Table 3: Uruguay Households ('000), 2009 - 2015F
Table 4: Uruguay Businesses ('000), 2009 - 2015F
Table 5: Uruguay Nominal GDP (US$ B), 2009 - 2015F
Table 6: Uruguay Nominal GDP per Capita (US$), 2009 - 2015F
Table 7: Uruguay PPP Adjusted GDP per Capita (US$), 2009 - 2015F
Table 8: Uruguay Consumer Price Inflation (%), 2009 - 2015F
Table 9: Exchange Rate CNY / US$, 2009 - 2015F
Table 10: Uruguay TV Households (%), 2009 - 2015F
Table 11: Uruguay Pay TV Households (%), 2009 - 15F
Table 12: Uruguay Mobile TV Penetration of Population (%), 2009 - 15F
Table 13: Uruguay Total TV Accounts ('000), 2009 - 2015F
Table 14: Uruguay Cable Accounts ('000), 2009 - 2015F
Table 15: Uruguay DTH/Satellite Accounts ('000), 2009 - 2015F
Table 16: Uruguay DTT/DVB-T Accounts ('000), 2009 - 2015F
Table 17: Uruguay IPTV Accounts ('000), 2009 - 2015F
Table 18: Uruguay Total Mobile TV Subscriptions ('000), 2009 - 2015F
Table 19: Uruguay Pay TV Accounts (%), 2009 - 2015F
Table 20: Uruguay Spend per Pay TV Account [US$], 2009 - 2015F
Table 21: Uruguay IPTV Monthly ARPS [US$], 2009 - 2015F
Table 22: Uruguay Mobile TV ARPS [US$], 2009 - 2015F
Table 23: Uruguay Total Pay TV Revenue [US$m], 2009 - 2015F
Table 24: Uruguay IPTV [US$m], 2009 - 2015F
Table 25: Uruguay Mobile TV Revenue [US$m], 2009 - 2015F
Figure 1: Uruguay Population, 2009 - 2015F
Figure 2: Uruguay Households ('000), 2009 - 2015F
Figure 3: Uruguay Businesses ('000), 2009 - 2015F
Figure 4: Uruguay Nominal GDP (US$ B), 2009 - 2015F
Figure 5: Uruguay Nominal GDP per Capita (US$), 2009 - 2015F
Figure 6: Uruguay PPP Adjusted GDP per Capita (US$), 2009 - 2015F
Figure 7: Uruguay Consumer Price Inflation (%), 2009 - 2015F
Figure 8: Exchange Rate CNY / US$, 2009 - 2015F
Figure 9: Uruguay TV Households (%), 2009 - 2015F
Figure 10: Uruguay Pay TV Households (%), 2009 - 15F
Figure 11: Uruguay Mobile TV Penetration of Population (%), 2009 - 15F
Figure 12: Uruguay Total TV Accounts ('000), 2009 - 2015F
Figure 13: Uruguay Cable Accounts ('000), 2009 - 2015F
Figure 14: Uruguay DTH/Satellite Accounts ('000), 2009 - 2015F
Figure 15: Uruguay DTT/DVB-T Accounts ('000), 2009 - 2015F
Figure 16: Uruguay IPTV Accounts ('000), 2009 - 2015F
Figure 17: Uruguay Total Mobile TV Subscriptions ('000), 2009 - 2015F
Figure 18: Uruguay Pay TV Accounts (%), 2009 - 2015 F
Figure 19: Uruguay Spend per Pay TV Account (US$), 2009 - 2015F
Figure 20: Uruguay IPTV Monthly ARPS (US$), 2009 - 2015F
Figure 21: Uruguay Mobile TV ARPS (US$), 2009 - 2015F
Figure 22: Uruguay Total Pay TV Revenue (US$m), 2009 - 2015F
Figure 23: Uruguay IPTV (US$m), 2009 - 2015F
Figure 24: Uruguay Mobile TV Revenue (US$m), 2009 - 2015F

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