World TV & Video Services Markets

Description: Terrestrial - Satellite - Cable - IPTV - DVD - Blu-ray - Video on demand

Our TV experts publish half-yearly their TV & Video Services observatory, including a report and a database, covering 38 countries, 10 regions and world consolidated.

This ongoing monitoring is accompanied by regular analyses and analyst viewpoints of trends, disruptions and industry moves.

Indicators by country

Usage indicators
- Viewing time: live TV, catch-up TV, video on demand (VoD) on managed services and OTT
- The top free-to-air channels' audience share
- Number of transactions: DVD and Blu-ray sales and rentals

Access indicators
- General access indicators: TV households, FTA & Pay-TV households
- Households' television access mode on the main TV set: terrestrial, satellite, cable, IPTV
- Digitisation levels: analogue/digital split for each access mode
- Pay-TV penetration: pay-TV/free-to-air only split
- Customer numbers for the main pay-TV services
- Audience figures for the top TV channels for a selection of countries

Revenue indicators
- GDP; TV, Home video and on-demand video revenue's share of GDP
- Income from public financing/licensing fees
- TV and online video (in-stream adverts) ad revenue
- Pay-TV revenue
- Physical video revenue
- Video

Type of data
- Background data 2011-2013
- Estimates as of the end of 2014
- Forecasts for 2015-2019 on demand services revenue

Notes:
1. Some indicators are not available in all countries
2. Regional aggregate data include all countries in the region - it is the same for world consolidated

Contents:
1. Executive Summary
   1.1. Key trends
   1.2. Cable, number one purveyor of TV programming
   1.3. Europe: a disparate landscape
   1.4. Despite real disparities, digital TV in at least two-thirds of homes
   1.5. TV: top money-maker
   1.6. Asia-Pacific is catching up Europe
   1.7. USA: world's biggest on-demand market
   1.8. UK, the European leader
   1.9. Strong correlation between TV access mode and pay-TV adoption rates

2. Methodology
   2.1. Indicators by country
   2.2. Definitions
2.3. Pay-TV segmentation
2.4. Sources

3. Viewer behaviour
3.1. Stagnant live TV viewing
3.2. How much is the development of on-demand sources hurting live programming?
3.3. Is the hard copy dead?
3.4. How we will watch TV in future

4. Audiovisual services access modes
4.1. TV access worldwide
4.2. Is cord-cutting good for terrestrial TV?
4.3. Emerging markets: cable driving growth
4.4. TV via satellite still making strides
4.5. Limits of IPTV penetration
4.6. The future of access modes
4.7. Worldwide, almost 3 out of 4 households have access to digital television in 2014
4.8. Forces driving the progress of digital TV
4.9. Timetable for the digital switchover worldwide
4.10. The future progress of digital TV

5. Audiovisual industry revenue
5.1. Growth of audiovisual revenue worldwide
5.2. TV revenue growth
5.3. Growth of linear TV revenue worldwide
5.4. Growth of household spending on TV services
5.5. Growth of pay-TV revenue
5.6. TV access and premium services
5.7. Growth of TV ad revenue worldwide
5.8. TV revenue growth
5.9. Growth of video hard copy sales worldwide
5.10. The growth of video hard copy sales worldwide
5.11. Growth of video on-demand revenue worldwide
5.12. The growth of video on-demand revenue worldwide

6. Audiovisual media market players
6.1. America's hegemony continues
6.2. Increasingly competitive OTT players
6.3. American OTT vendors already have a solid foothold in Europe

List of Tables and Figures

1. Executive Summary
   - Breakdown of the globe's TV households by access technology, 2014
   - Breakdown of TV households in the biggest European markets by access technology, 2014
   - Digital TV penetration worldwide in 2014
   - Breakdown of audiovisual market revenue in in 2014
   - Breakdown of TV market revenue in 2014
   - Breakdown of on-demand market revenue in 2014
   - Breakdown of audiovisual market revenue in the biggest European markets in 2014
   - Pay-TV penetration rates worldwide in 2014

3. Viewer behaviour
   - Change in live TV viewing time by region, 2013-2014
   - Change in the top five national TV networks' audience share in the the EU-5 and in the US, 2011-2014
   - Breakdown of TV viewing time in the US in 2014
   - Comparative rate of increase for live TV, time-shifted TV and online video viewing time in the US, between 2010-2011 and 2013-2014
   - Hard copy video market growth in Europe and in the US, 2014-2019

4. Audiovisual services access modes
5. Audiovisual industry revenue
- Change in the breakdown of audiovisual market revenue, 2011-2015
- Regional breakdown of audiovisual market revenue in 2014
- TV revenue growth forecasts by market, 2014-2019
- Breakdown of TV revenue by source, 2011-2015
- Regional split for global TV revenue in 2014
- TV households' spending on TV services by region in 2014
- Growth in spending per pay-TV household, 2011-2015
- Growth of pay-TV households worldwide by type of network, 2011-2015
- Regional pay-TV revenue growth, 2010 & 2013
- Breakdown of pay-TV households by type of service in Japan, Germany, France and UK, in 2014
- Pay-TV revenue by type of service in Japan, Germany, France and UK, in 2014
- Regional growth of TV ad revenue, 2010 & 2013
- Ad revenue growth in Europe's main TV markets, 2011-2015
- Forecast growth of TV market revenue by source, 2013-2018
- Change in the breakdown of revenue earned on hard copies by type of service, in the US and the EU-5, 2011-2015
- Regional breakdown of global video hard copy revenue in 2014
- Retail revenue from video hard copies in the US and the EU-5, 2014-2019
- Change in the breakdown of VoD revenue by type of service, 2011-2015
- Regional breakdown of global VoD revenue in 2014
- Forecast change in VoD income by revenue source, 2014-2019

6. Audiovisual media market players
- The world's top 20 media companies by revenue earned in 2014
- Top US OTT vendors' customer bases in 2014
- Netflix share of the global SVOD market as of 31 December 2014
- American OTT video providers' footprint in Europe as of 31 July 2015
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