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

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