World TV & New Video Services 2015

Description: The TV experts publish half-yearly their TV & Video Services observatory covering 39 countries, 10 regions and world consolidated. This ongoing monitoring is accompanied by regular analyses and analyst viewpoints of trends, disruptions and industry moves.

This bundle includes two deliverables:

1. A report (ppt format) The state-of-the-art for TV & Video Services: changes in accessing TV, viewing patterns, TV & video revenues and audiovisual value chain. Besides the monitoring of these criteria the study provides you with analyses and viewpoints of our lead TV & video analysts. It draws the audiovisual landscape regarding TV & video services worldwide, going even further in stressing out the regional differences and market specificities.

2. A half-yearly updated dataset (xlsx) Historicals, Estimations & Forecasts up to 2020
   - TV and OTT video access modes: Terrestrial, Cable, Satellite, IPTV
   - Network digitization
   - TV and video consumption: audience and time spent
   - Television and video revenues
     - TV revenues: advertising, subscription, public revenues
     - Physical video revenues: DVD/BluRay retail & rental
     - Video on demand revenues: DTR, EST, SVoD, advertising

Database Description

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 2012-2014
- Estimates as of the end of 2015
- Forecasts for 2016-2020 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
- Pay-TV penetration rates worldwide in 2015

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 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
- Growth of video hard copy sales in Europe, 2012-2016
- Growth of video hard copy rentals in the US, 2012-2016
- Hard copy video market growth in Europe and in the US, 2016-2020

4. Audiovisual services access modes
- Change in TV access modes worldwide, 2012-2016
- TV households worldwide in 2015
- Change in terrestrial TV households' share of the global total, 2012-2016
- Regional TV access mode split in 2015
- Cable penetration of TV households in 2015
- Veteran markets' and BRIC nation households' contribution to the increase in cable households between 2012 and 2015
- Change in households' TV access modes worldwide between 2012 and 2015
- Growth of FTA satellite and satellite pay-TV households worldwide, 2012-2016
- Change in IPTV's share of TV households worldwide, 2012-2016
- Growth of IPTV households in the top European markets and in the US, 2012-2016
- Forecast change in viewers' choice of TV access channel, 2016-2020
- Growth of digital TV penetration worldwide, 2012-2016
- Regional digital TV penetration in 2015
- Comparison of digital TV and pay-TV penetration worldwide in 2015
- Growth of digital TV penetration worldwide by access mode between 2012 and 2015
- Timetable for terrestrial broadcasting networks' switchover to digital
- Forecast evolution of digital TV penetration worldwide, 2015 & 2020

5. Audiovisual industry revenue
- Change in the breakdown of audiovisual market revenue, 2012-2016
- Regional breakdown of audiovisual market revenue in 2015
- TV revenue growth forecasts by market, 2016-2020
- Breakdown of TV revenue by source, 2012-2016
- Regional split for global TV revenue in 2015
- TV households' spending on TV services by region in 2015
- Growth in spending per pay-TV household, 2012-2016
- Growth of pay-TV households worldwide by type of network, 2012-2016
- Regional pay-TV revenue growth, 2012 & 2015
- Breakdown of pay-TV households by type of service in Japan, Germany, France and UK, in 201
- Pay-TV revenue by type of service in Japan, Germany, France and UK, in 2015
- Regional growth of TV ad revenue, 2012 & 2015
- Ad revenue growth in Europe's main TV markets, 2012-2016
- Forecast growth of TV market revenue by source, 2015-2020
- Change in the breakdown of revenue earned on hard copies by type of service, in the US and the EU-5, 2012-2016
- Regional breakdown of global video hard copy revenue in 2015
- Retail revenue from video hard copies in the US and the EU-5, 2016-2020
- Change in the breakdown of VoD revenue by type of service, 2012-2016
- Regional breakdown of global VoD revenue in 2015
- Forecast change in VoD income by revenue source, 2016-2020

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 December 2015
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