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
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