

Digital TV broadcasting trends



MEASURING THE INFORMATION SOCIETY

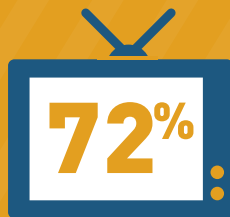
MIS2013

Digital TV broadcasting trends

Digital TV broadcasting trends are important for understanding the world's transition towards the information society. ITU data examine the main technological trends and platforms and look at the current status of the digital switchover. The report analyses recent trends in over-the-top (OTT) audiovisual distribution.

TV spread

A vast majority of households worldwide have a TV



OF HOUSEHOLDS
HAVE A TV IN THE
DEVELOPING
WORLD



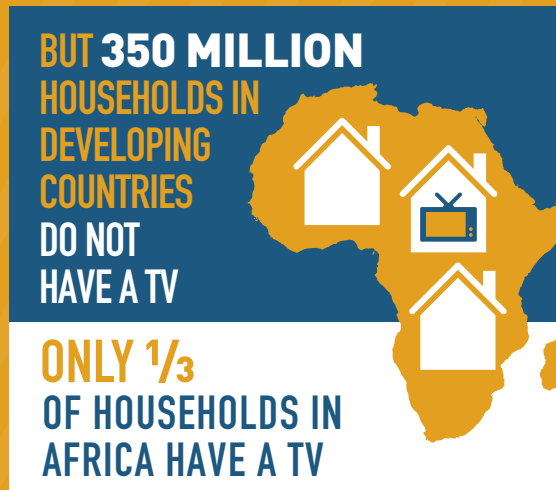
OF HOUSEHOLDS
HAVE A TV IN THE
DEVELOPED
WORLD

1.4 BILLION
HOUSEHOLDS
WITH AT LEAST ONE TV 

ALMOST 80% OF ALL HOUSEHOLDS
WORLDWIDE **HAVE A TV**

MOST GROWTH IN HOUSEHOLDS WITH A TV WAS IN THE DEVELOPING WORLD

87 MILLION   **ADDED**
BETWEEN
2008 AND
2012



digital TV

Digital technologies are replacing analogue TV

MORE HOUSEHOLDS WITH DIGITAL TV THAN WITH ANALOGUE TV IN THE AMERICAS, ARAB STATES AND EUROPE



FEWER HOUSEHOLDS WITH DIGITAL TV THAN WITH ANALOGUE TV IN AFRICA, ASIA & PACIFIC AND CIS



HOUSEHOLDS WITH DIGITAL TV AS A PERCENTAGE OF HOUSEHOLDS WITH A TV

SINCE 2012

THERE WERE MORE HOUSEHOLDS WITH DIGITAL TV THAN WITH ANALOGUE TV

55% WITH DIGITAL TV

45% WITH ANALOGUE



DEVELOPING

DEVELOPED



WORLD

| | 2008 | 2009 | 2010 | 2011 | 2012 |
|------------|------|------|------|------|------|
| DEVELOPING | 17% | 22% | 29% | 35% | 42% |
| DEVELOPED | 53% | 61% | 68% | 75% | 81% |
| WORLD | 30% | 36% | 43% | 49% | 55% |

multi-channel TV

Increasing competition from new digital platforms

x2

BETWEEN 2008 & 2012

DIGITAL CABLE FROM 7% TO 14%

DTT FROM 3% TO 8% OF HOUSEHOLDS WITH A TV

& IPTV FROM 1% TO 4% x4



OF HOUSEHOLDS WITH A TV HAVE A PAY-TV SUBSCRIPTION

TOP 10

COUNTRIES BY PERCENTAGE OF HOUSEHOLDS WITH PAY TV



1. NETHERLANDS



2. NORWAY



3. BELGIUM



4. HONG KONG (CHINA)



5. KOREA (REP.)



6. DENMARK



7. MALTA



8. SWEDEN



9. UNITED STATES

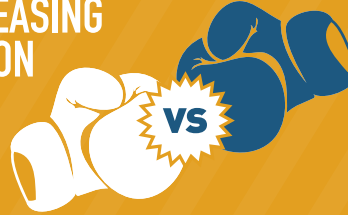


10. CANADA

TRADITIONAL MULTICHANNEL TV PLATFORMS

CABLE AND DTH SATELLITE

FACE INCREASING COMPETITION FROM



IPTV SERVICE PROVIDERS AND DTT CHANNELS

TV and the Internet

Convergence of broadband and TV markets

IPTV



AS % OF HOUSEHOLDS WITH A TV IN 2012

9% DEVELOPED COUNTRIES

3% DEVELOPING COUNTRIES



FRANCE
2ND LEADING COUNTRY

47%



HONG KONG (CHINA)
WORLD LEADER 2012

48%



SINGAPORE
3RD LEADING COUNTRY

35%

IPTV SUBSCRIPTIONS AS % OF HOUSEHOLDS WITH A TV

OTT TV



OVER-THE-TOP (OTT) AUDIOVISUAL CONTENT PROVIDERS ARE GAINING MARKET SHARE



STREAMING OTT TV AND VIDEO REQUIRES EXTENSIVE BROADBAND CAPACITY



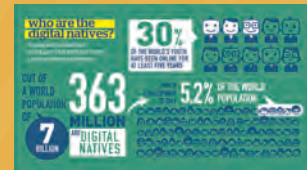
MIS 2013 REPORT INFOGRAPHICS:



ICT DEVELOPMENT INDEX (IDI)



MEASURING THE COST AND AFFORDABILITY OF BROADBAND



MEASURING THE WORLD'S DIGITAL NATIVES



DIGITAL TV BROADCASTING TRENDS

ITU: The source for global ICT statistics



www.itu.int/go/mis2013