



# ***Romanian cable TV market***

***Sorin Grindeanu***

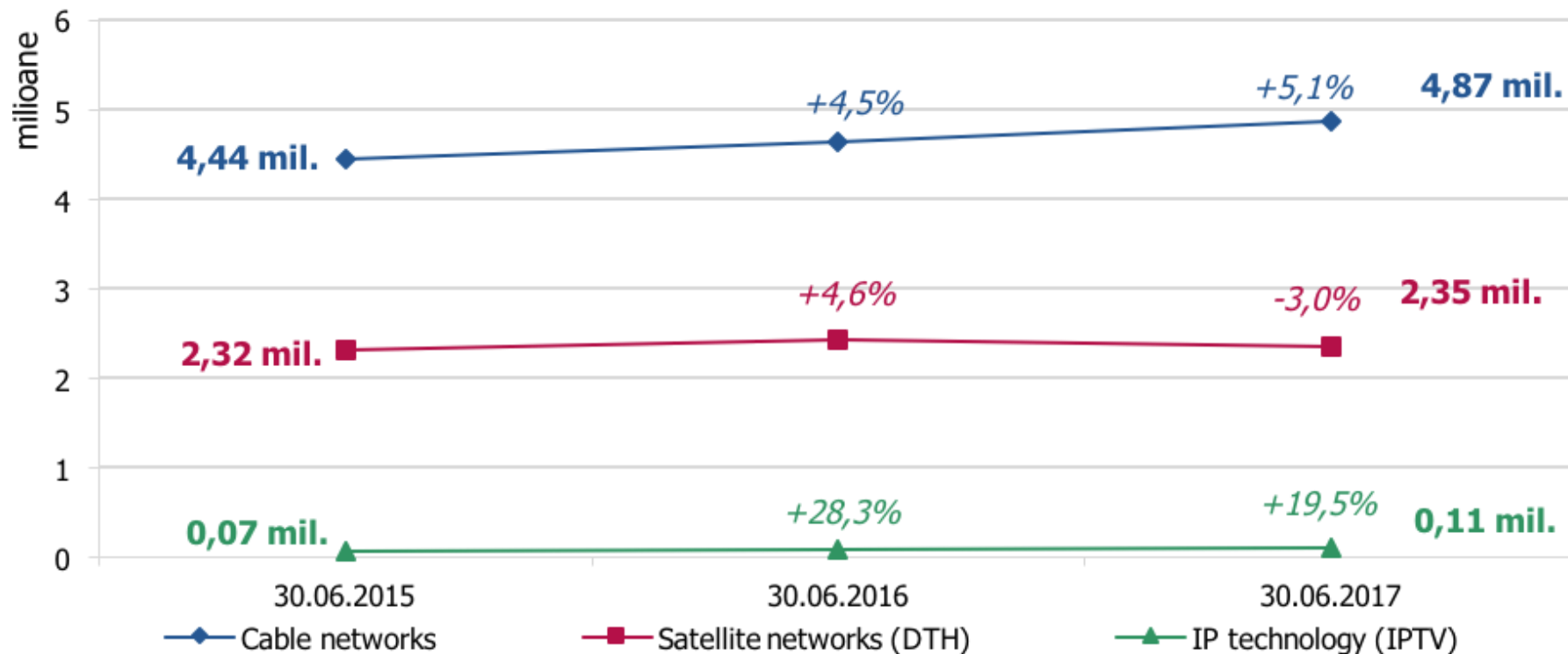
***ANCOM President***

***Future of Cable TV***

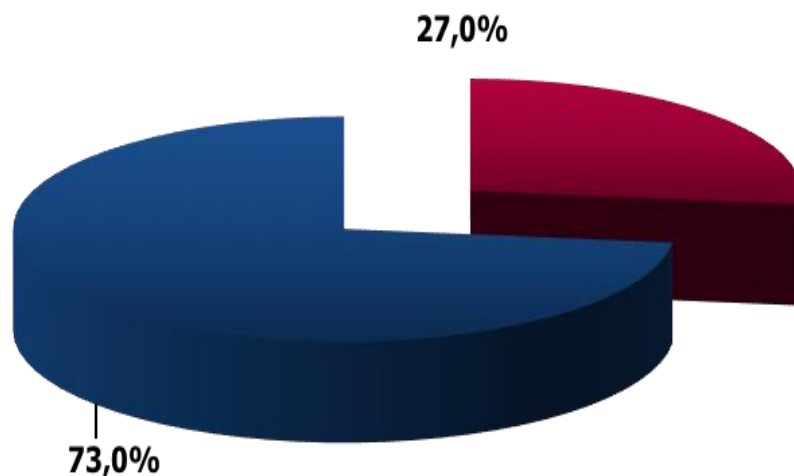
***ITU***

***25 January 2018***

# Subscribers to audio-visual programme retransmission services, by support



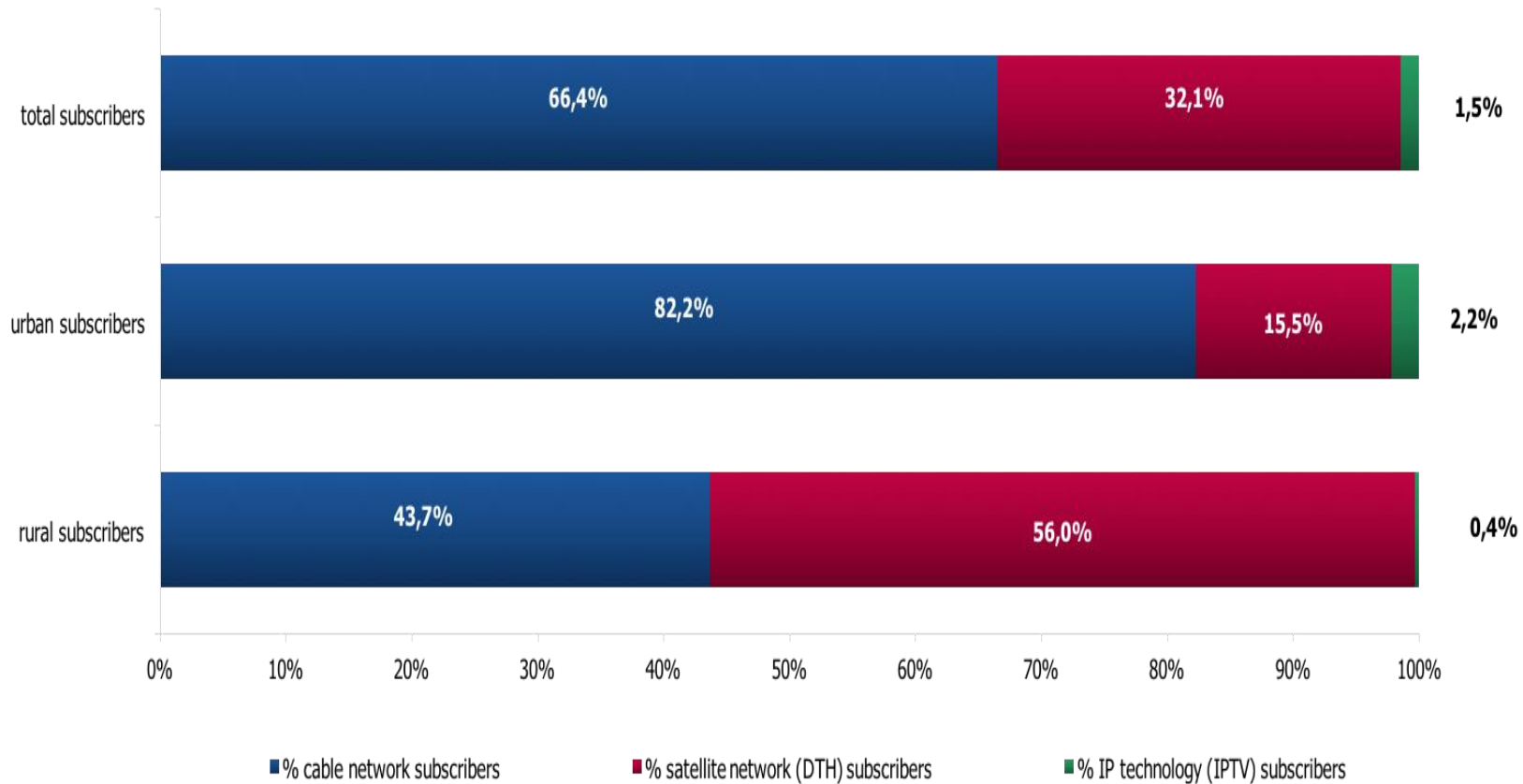
# Cable networks are the main support on which TV service subscribers receive audio-visual programmes



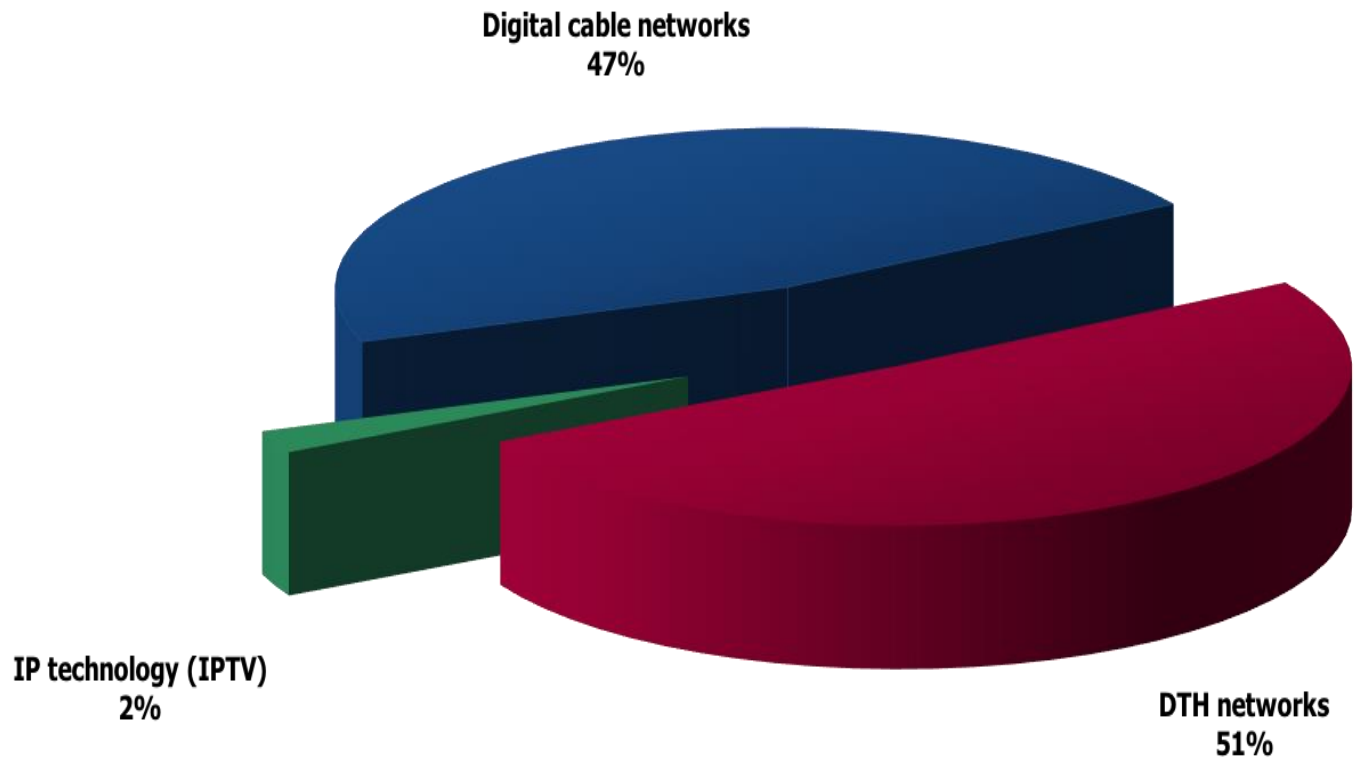
■ No. of cable subscribers, rural areas

■ No. of cable subscribers, urban areas

# Rural versus Urban

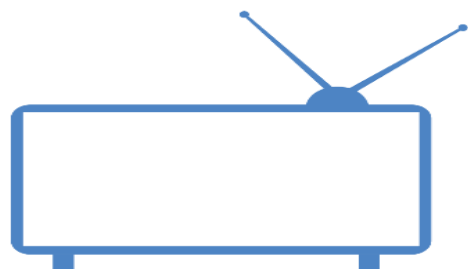


# Evolution of digital audio-visual media programme services



# AUDIO-VISUAL PROGRAMME RETRANSMISSION

H1 2017



**98%** Penetration rate  
100 households



**7.3 million** subscribers

+5%



**4.9 million** subscribers to cable networks

-3%



**2.4 million** subscribers to satellite networks (DTH)

+20%



**106 thousand** IPTV subscribers

+3%



**3.6 million** urban subscribers

+12%

**1.3 million** rural subscribers



+3%



**4.6 million** subscribers to audio-visual programme retransmission in digital format



**47%** cable networks



**51%** satellite networks (DTH)



**2%** IP technology (IPTV)

# Thank you!

[international@ancom.org.ro](mailto:international@ancom.org.ro)



**eritel.ro**  
Comparatorul de oferte telecom



**netograf.ro**  
Testează calitatea serviciului tău de internet



**portabilitate.ro**  
aceiași număr, indiferent de operator



**INFOcentru**  
pentru consumatori