Romanian cable TV market

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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.
Rural versus Urban

- **Total Subscribers**: 66.4% (cable network subscribers), 32.1% (satellite network (DTH) subscribers), 1.5% (IP technology (IPTV) subscribers)
- **Urban Subscribers**: 82.2% (cable network subscribers), 15.5% (satellite network (DTH) subscribers), 2.2% (IP technology (IPTV) subscribers)
- **Rural Subscribers**: 43.7% (cable network subscribers), 56.0% (satellite network (DTH) subscribers), 0.4% (IP technology (IPTV) subscribers)
Evolution of digital audio-visual media programme services

- Digital cable networks: 47%
- DTH networks: 51%
- IP technology (IPTV): 2%
AUDIO-VISUAL PROGRAMME RETRANSMISSION

H1 2017

98% Penetration rate
100 households

7.3 million subscribers

4.9 million subscribers to cable networks

2.4 million subscribers to satellite networks (DTH)

1.3 million rural subscribers

3.6 million urban subscribers

106 thousand IPTV subscribers

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!

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