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.
A vast majority of households worldwide have a TV.

1.4 billion households with at least one TV.

Most growth in households with a TV was in the developing world.

87 million added between 2008 and 2012.

But 350 million households in developing countries do not have a TV.

Only 1/3 of households in Africa have a TV.

Almost 80% of all households worldwide have a TV.
There were more households with digital TV than with analogue TV in the Americas, Arab States and Europe.

Since 2012, there were more households with digital TV than with 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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage of Households with Digital TV</th>
<th>Percentage of Households with Analogue TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>17%</td>
<td>53%</td>
</tr>
<tr>
<td>2009</td>
<td>22%</td>
<td>53%</td>
</tr>
<tr>
<td>2010</td>
<td>29%</td>
<td>43%</td>
</tr>
<tr>
<td>2011</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>2012</td>
<td>42%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Digital technologies are replacing analogue TV.
multi-channel TV

Increasing competition from new digital platforms

BETWEEN 2008 & 2012

DIGITAL CABLE  FROM 3% TO 8%

DTT  FROM 7% TO 14%

& IPTV  FROM 1% TO 4%

OF HOUSEHOLDS WITH A TV

OF HOUSEHOLDS WITH A TV HAVE A PAY-TV SUBSCRIPTION

53%

53% 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

x2

x4

vs
**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

**OTT TV**

Over-the-top (OTT) audiovisual content providers are gaining market share.

**Streaming OTT TV and video requires extensive broadband capacity**