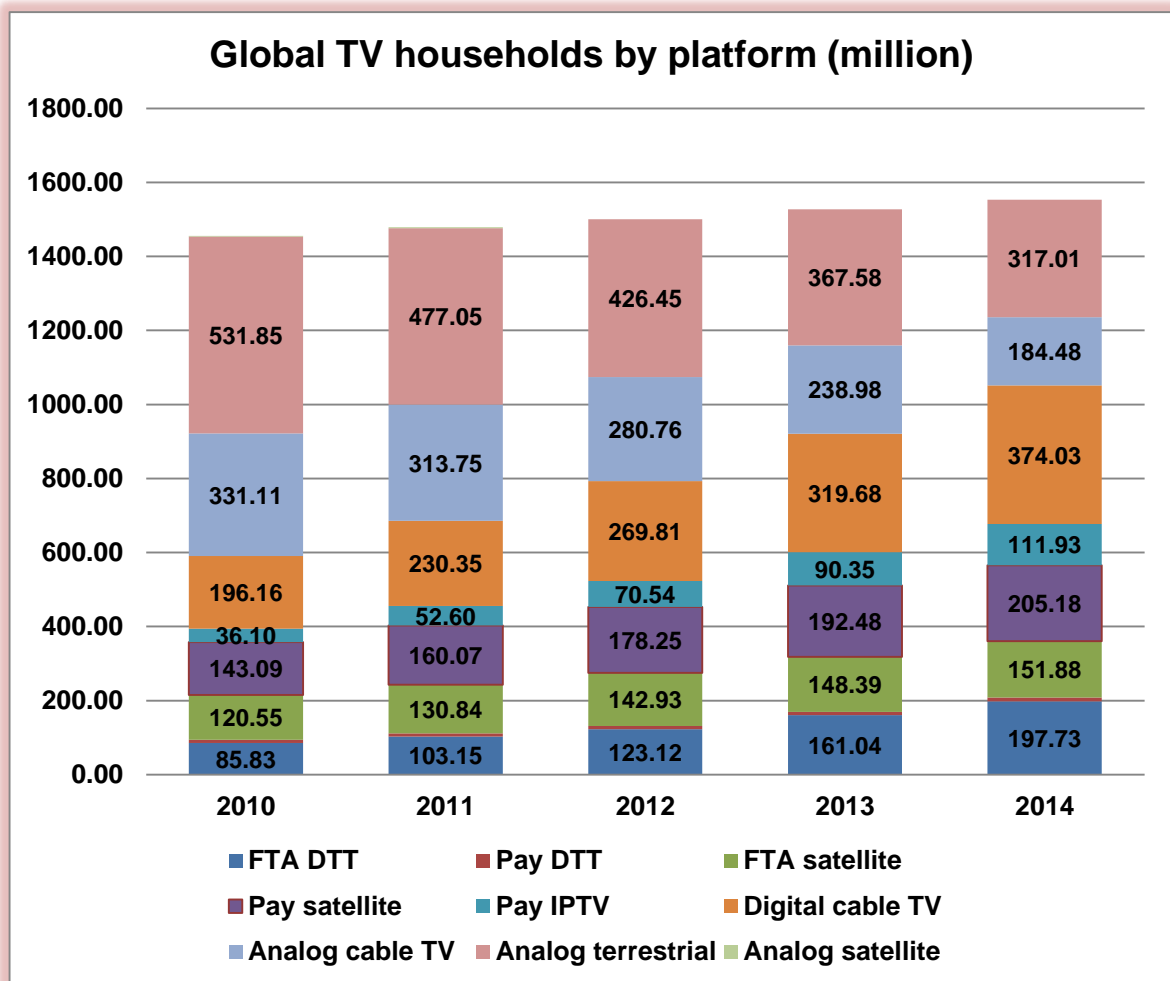


PRESS RELEASE

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One billion digital TV homes by year-end

There will be more than 1 billion **digital TV households** across 138 countries by end-2014, up by 130 million on 2013 and by 461 million from the 590 million recorded in 2010, according to a new report from Digital TV Research. The [Digital TV World Household Databook](#) estimates that digital cable TV has become the most popular platform, with 374 million subscribers expected by end-2014. Digital cable overtook analog cable in 2013 and analog terrestrial in 2014. The number of homes paying for IPTV will more than triple between 2010 and 2014.



Global digital TV penetration will reach two-thirds of TV households by end-2014; up from 40.5% at end-2010. Digital TV penetration will range from 97.1% in North America down to 51.5% in Latin America.

Thirteen countries will have 100% digital TV penetration by end-2014, with a further 25 over 90%. However, penetration will be lower than 50% of TV households in 45 countries, with El Salvador the lowest (13%). Digital TV penetration will more than double in 68 countries between 2010 and end-2014.

Of the 461 million digital TV households to be added between 2010 and 2014, 292 million (nearly two-thirds of total additions) will be in the Asia Pacific region, bringing its total to 517 million.

Top 10 countries by digital TV households at end-2014 (million)	
China	289.25
USA	114.63
India	96.44
Japan	42.18
Brazil	36.34
Germany	30.04
Russia	29.65
France	27.01
UK	26.33
Italy	24.93

Source: Digital TV Research Ltd

China became the largest digital TV household nation in 2010; more than doubling to 289 million digital TV homes (27.5% of the world's total) by end-2014. The USA will retain second place, with third-placed India adding 59 million digital homes to take its total to 96 million by end-2014. Brazil will nearly quadruple its total to reach 36 million by end-2014. The top five countries account for 55% of the world's digital TV households.

The number of pay TV households (analog and digital) will reach 886 million by end-2014, up from 715 million in 2010. The top five countries will account for nearly two-thirds of the total. China will add 63 million pay TV subs between 2010 and 2014, with India bringing in an extra 31 million and Brazil 10 million. Pay TV subscriptions will more than quadruple in 13 countries between 2010 and 2014. However, the number of pay TV subscribers will fall in six countries.

Global pay TV penetration will increase from 49.1% in 2010 to 57.1% in 2014. By end-2014, penetration will be as low as 19% in the Middle East and North Africa but as high as 85% in North America. Pay TV penetration will exceed 70% of TV households in 32 countries by end-2014, but 55 countries will be below 30% of TV households. Pay TV penetration will fall in 11 countries (including the US) between 2010 and 2014.

For more information on the [Digital TV World Household Databook](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051