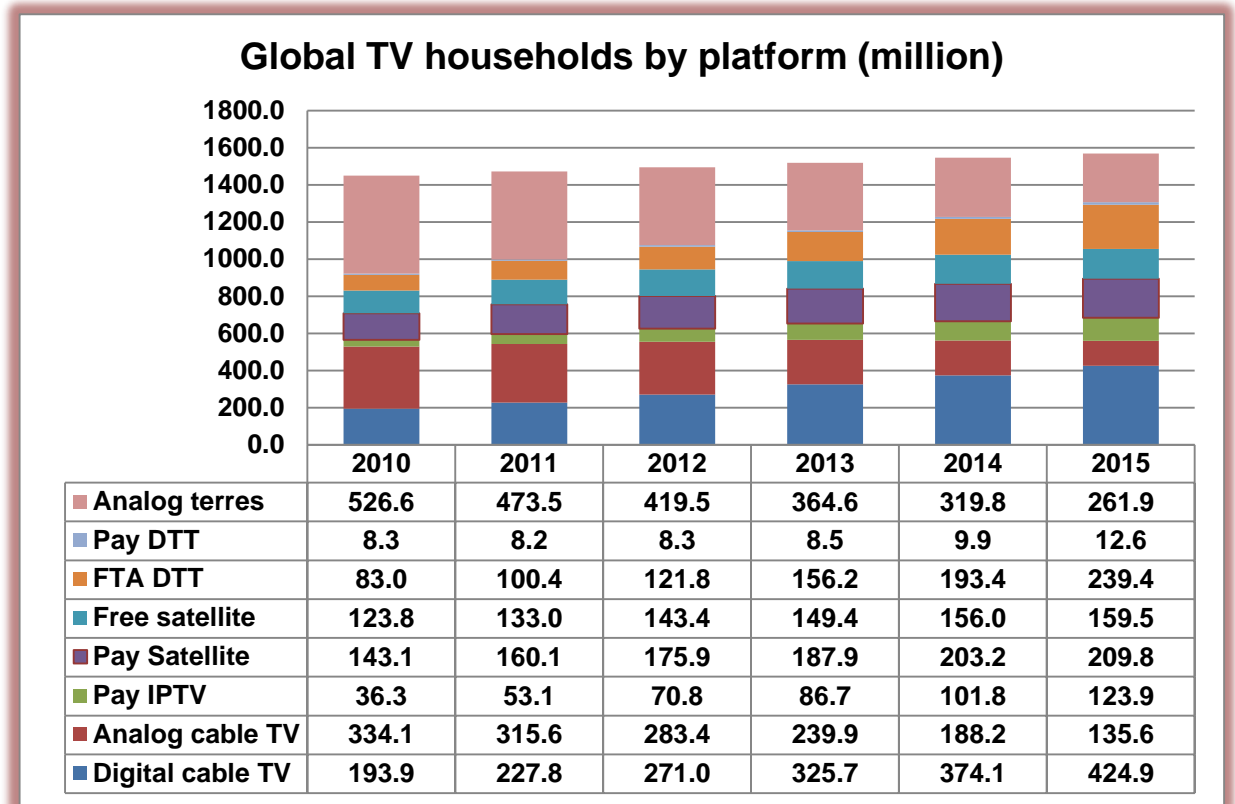


Three-quarters of the world's TV households are digital

Global digital penetration climbed from 40.4% of TV households at end-2010 to 74.6% by end-2015, according to the latest edition of the [Digital TV World Databook](#). About 584 million digital TV homes were added in 138 countries between 2010 and 2015. This doubled the digital TV household total to 1,170 million.



Source: Digital TV Research Ltd

From the 584 million digital homes added between 2010 and 2015, 156 million came from primary DTT [homes taking DTT but not subscribing to cable, satellite TV or IPTV]. Digital cable contributed a further 231 million. There were more pay IPTV additions (88 million) than pay satellite TV ones (67 million). However, there were still 398 million analog TV households (terrestrial and cable) by end-2015, although this was down from 863 million at end-2010.

From the digital TV households additions between 2010 and 2015, 381 million were in the Asia Pacific region; more than doubling its total to 608 million. China became the largest digital TV household nation in 2010, rising to 339 million digital TV homes (29% of the world's total) by end-2015.

The number of pay TV households (analog and digital) reached 907 million by 2015, up from 716 million in 2010. Asia Pacific increased by 126 million – or two-thirds of the global additions - during this period to bring its total to 520 million.

The number of global digital pay TV subscribers doubled from 382 million in 2010 to 771 million in 2015.

Top 10 pay TV countries in 2015					
Subscribers (million)		Penetration (%)		Revenues (\$ bil.)	
China	263.7	South Korea	99.5	USA	104.3
India	148.5	Netherlands	99.3	China	9.8
USA	97.6	Belgium	97.0	UK	7.6
Russia	39.5	Norway	96.5	Brazil	7.3
Japan	25.1	Switzerland	95.1	Canada	7.3
Germany	21.1	Malta	94.8	Japan	7.3
Brazil	19.1	Sweden	92.8	India	4.3
South Korea	18.1	Romania	91.5	France	4.0
Mexico	17.1	Denmark	91.4	Germany	3.9
UK	16.1	Portugal	90.4	Italy	3.8

Source: Digital TV Research Ltd

China had the most pay TV subs, at 264 million by end-2015 (up by 69 million on 2010). India added a further 32 million pay TV subs.

Pay TV revenues [subscriptions and PPV revenues from movies and TV episodes] reached \$206 billion in 2015, up by 19.4% from \$172 billion in 2010. The US recorded pay TV revenues nearly ten times as high as second placed China.

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

Digital TV World Databook 2016

Table of Contents

Published in May 2016, this **482-page** electronically-delivered report comes in two parts:

- An 80-page PDF file providing a global Executive Summary, Ranking and Comparison Tables.
- An excel workbook for the 138 countries listed below as well as summary tables and comparison tables.

Data for 138 countries:

Albania	Algeria	Angola	Argentina
Armenia	Australia	Austria	Azerbaijan
Bahrain	Bangladesh	Belarus	Belgium
Benin	Bolivia	Bosnia	Botswana
Brazil	Bulgaria	Burkina Faso	Burundi
Cambodia	Cameroon	Canada	CAR
Chad	Chile	China	Colombia
DR Congo	Rep Congo	Costa Rica	Cote d'Ivoire
Croatia	Cyprus	Czech Rep.	Denmark
Dominican Rep.	Ecuador	Egypt	El Salvador
Eq Guinea	Estonia	Ethiopia	Finland
France	Gabon	Gambia	Georgia
Germany	Ghana	Greece	Guatemala
Guinea	Honduras	Hong Kong	Hungary
Iceland	India	Indonesia	Ireland
Israel	Italy	Japan	Jordan
Kazakhstan	Kenya	Kuwait	Laos
Latvia	Lebanon	Liberia	Lithuania
Luxembourg	Macedonia	Madagascar	Malawi
Mali	Malaysia	Malta	Mexico
Moldova	Mongolia	Montenegro	Morocco
Mozambique	Myanmar	Namibia	Nepal
Netherlands	New Zealand	Nicaragua	Niger
Nigeria	Norway	Oman	Pakistan
Panama	Paraguay	Peru	Philippines
Poland	Portugal	Puerto Rico	Qatar
Romania	Russia	Rwanda	Saudi Arabia
Senegal	Serbia	Sierra Leone	Singapore
Slovakia	Slovenia	South Africa	South Korea
Spain	Sri Lanka	Sweden	Switzerland
Syria	Taiwan	Tanzania	Thailand
Togo	Tunisia	Turkey	Uganda
Ukraine	UAE	UK	USA
Uruguay	Uzbekistan	Venezuela	Vietnam
Zambia	Zimbabwe		



**Data (2010-2015) contain the following detail for
138 countries:**

Austria digital TV data						
	2010	2011	2012	2013	2014	2015
Households (000)						
TV households (000)						
Digital cable subs (000)						
Analog cable subs (000)						
Pay IPTV subscribers (000)						
Pay digital satellite TV subs (000)						
Digital free satellite TV homes (000)						
Analog satellite TV households (000)						
Analog terrestrial households (000)						
Primary FTA DTT households (000)						
Primary Pay DTT households (000)						
Digital homes (000)						
Analog homes (000)						
Pay TV subscribers (000)						
Total DTT homes (000)						
<i>Digital cable subs/TV HH</i>						
<i>Analog cable subs/TV HH</i>						
<i>Pay IPTV subs/TV HH</i>						
<i>Pay satellite TV/TV HH</i>						
<i>Digital free satellite TV/TV HH</i>						
<i>Analog satellite TV/TV HH</i>						
<i>Analog terrestrial/TVHH</i>						
<i>Primary FTA DTT/TV HH</i>						
<i>Primary pay DTT/TV HH</i>						
<i>TVHH/HH</i>						
<i>Digital/TV HH</i>						
<i>Analog/TV HH</i>						
<i>Pay TV Subs/TV HH</i>						
<i>Total DTT/TVHH</i>						
<i>Stand-alone digital cable subs (000)</i>						
<i>Dual-play digital cable subs (000)</i>						
<i>Triple-play digital cable subs (000)</i>						
<i>Stand-alone pay IPTV subs (000)</i>						
<i>Dual-play pay IPTV subs (000)</i>						
<i>Triple-play pay IPTV subs (000)</i>						



Austria digital TV data

	2010	2011	2012	2013	2014	2015
Revenues (US\$ million)						
Stand-alone digital cable revs						
Dual-play digital cable TV revenues						
Triple-play digital cable TV revenues						
Digital cable TV subs revenues						
Digital cable TV on-demand revs						
Digital cable TV revenues						
Analog cable TV subs revs						
Cable TV revenues						
Stand-alone IPTV revenues						
Dual-play IPTV revenues						
Triple-play IPTV revenues						
IPTV subscription revenues						
IPTV on-demand revenues						
IPTV revenues						
Satellite TV subscription revenues						
Satellite TV on-demand revenues						
Satellite TV revenues						
DTT subscription revs						
DTT on-demand revenues						
DTT revenues						
Subscription revenues						
On-demand revenues						
Total revenues						
Average Revenue Per User (ARPU - US\$)						
Stand-alone digital cable subs						
Dual-play digital cable TV subs						
Triple-play digital cable TV subs						
Average digital cable (subs & VOD)						
Analog cable TV subs						
Stand-alone IPTV subs						
Dual-play IPTV subs						
Triple-play IPTV subs						
Average IPTV (subs and VOD)						
Pay satellite TV (subs)						
Pay satellite TV (subs and PPV)						
Pay DTT (subs)						
Pay DTT (subs and PPV)						
Average monthly ARPU						
<i>Source: digital TV research Ltd.</i>						



Digital TV Research publication schedule for 2016

	Title	Publication Date	Price
1	Digital TV Sub-Saharan Africa Forecasts	January	£900/\$1350/€1125
2	Digital TV Middle East & North Africa Forecasts	January	£900/\$1350/€1125
3	Digital TV Asia Pacific Forecasts	March	£900/\$1350/€1125
4	Digital TV Latin America Forecasts	March	£900/\$1350/€1125
5	Digital TV North America Forecasts	March	£500/\$750/€625
6	Digital TV Eastern Europe Forecasts	April	£900/\$1350/€1125
7	Digital TV Western Europe Forecasts	April	£900/\$1350/€1125
8	Digital TV World Household Forecasts	April	£1300/\$1950/€1625
9	Digital TV World Revenue Forecasts	May	£1300/\$1950/€1625
10	Digital TV World Databook	May	£800/\$1200/€1000
11	Middle East & Africa OTT TV & Video Forecasts	May	£900/\$1350/€1125
12	Asia Pacific OTT TV & Video Forecasts	June	£900/\$1350/€1125
13	Latin America OTT TV & Video Forecasts	June	£900/\$1350/€1125
14	North America OTT TV & Video Forecasts	June	£500/\$750/€625
15	Eastern Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
16	Western Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
17	Global OTT TV & Video Forecasts	July	£1500/\$2250/€1875
18	Asia Pacific Pay TV Operator Forecasts	August	£900/\$1350/€1125
19	Middle East & Africa Pay TV Operator Forecasts	August	£900/\$1350/€1125
20	Latin America Pay TV Operator Forecasts	August	£900/\$1350/€1125
21	North America Pay TV Operator Forecasts	September	£500/\$750/€625
22	Eastern Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
23	Western Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
24	Global Pay TV Operator Forecasts	October	£1500/\$2250/€1875
25	Middle East & Africa SVOD Forecasts	October	£900/\$1350/€1125
26	Asia Pacific SVOD Forecasts	October	£900/\$1350/€1125
27	Latin America SVOD Forecasts	November	£900/\$1350/€1125
28	North America SVOD Forecasts	November	£500/\$750/€625
29	Eastern Europe SVOD Forecasts	November	£900/\$1350/€1125
30	Western Europe SVOD Forecasts	December	£900/\$1350/€1125
31	Global SVOD Forecasts	December	£1500/\$2250/€1875

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Digital TV Research publication schedule for 2015

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Western Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
Asia Pacific OTT TV & Video Forecasts	July	£900/\$1350/€1125
Eastern Europe, Middle East & Africa OTT TV & Video Forecasts	July	£900/\$1350/€1125
Connected TV Forecasts	August	£1250/\$1875/€1562
Asia Pacific Pay TV Operator Forecasts	September	£900/\$1350/€1125
Western Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
Eastern Europe, Middle East & Africa Pay TV Operator Forecasts	September	£900/\$1350/€1125
Global Pay TV Operator Forecasts	October	£1500/\$2250/€1875
Global SVOD Forecasts (including Netflix forecasts by country)	November	£1500/\$2250/€1875

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