

## Global IPTV to add 100 million subscriptions

Covering 97 countries, the number of homes paying for IPTV will rocket to 167 million by end-2018, up from 69 million at end-2012 and from only 13 million at end-2008, according to a new report from Digital TV Research.

Global IPTV Forecasts			
	2012	2013	2018
TV households (000)	1,438,918	1,461,553	1,580,224
Pay IPTV subscribers (000)	69,369	88,294	167,247
Pay IPTV subs/TV HH	4.8%	6.0%	10.6%
Revenues (\$ million)	12,041	14,224	21,321
<i>Source: digital TV research</i>			

Simon Murray, author of the **Global IPTV Forecasts** report, said: "This means that IPTV penetration will exceed 10% of TV households by 2018, more than double the 2012 figure and up from only 1% in 2008. IPTV revenues [from subscriptions and on-demand] will grow to \$21.3 billion by 2018, up from \$12.0 billion in 2012 and \$2.8 billion in 2008."

From the 98 million subscribers to be added between 2012 and 2018, 71 million will be in the Asia Pacific region – or 73% of the new subscribers. Asia Pacific will account for 64% of global pay IPTV subscribers by 2018.

### Top five countries by paying IPTV subscribers (000)

2012		2018	
China	23,032	China	76,000
USA	9,882	USA	13,903
France	5,974	France	7,398
South Korea	4,759	South Korea	6,859
Japan	3,670	Russia	6,759

*Source: Digital TV Research Ltd*

Half of the top 10 IPTV countries by subscribers were in the Asia Pacific region by end-2012. Already the world leader, China will supply 76 million (46%) of the 2018 total, up from 23 million (33%) in 2012 and only 1.1 million (8%) at end-2008. India will contribute 4.7 million IPTV subscribers by 2018, up from only 153,000 at end-2012. Strong growth is also expected in Russia.

IPTV revenues will climb to \$21.3 billion in 2018, up from \$12.0 billion in 2012 and \$2.8 billion in 2008. Asia Pacific's share of the global total will increase from 13% in 2008 to 34% by 2018 – just behind North America.

From the \$9.3 billion additional revenues to be created between 2012 and 2018, the US will provide \$1.9 billion. The Asia Pacific region will contribute an extra \$4.0 billion, led by China (\$1.7 billion more) and Japan (\$1.1 billion).

The US will remain the largest IPTV revenue earner by taking 30% of the 2018 total (down from a 40% share in 2008). France will drop from second place in 2012 to fourth by 2018. China will take second place in 2018, with revenues nearly quadruple the 2012 figure.

*For more information about the **Global IPTV Forecasts** report, please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051*

# Global IPTV Forecasts:

## Table of Contents

Published in September 2013, this 254-page electronically-delivered report comes in three parts:

- A 46-page PDF giving a global Executive Summary and regional and country analysis (Asia Pacific, Eastern Europe, Latin America, Middle East & Africa, North America, Western Europe, summary and comparison forecasts).
- A 98-page PDF giving IPTV forecasts from 2008 to 2018 for the 97 countries listed below.
- An excel workbook providing forecasts from 2008 to 2018 as comparison tables and for each country.



## Countries covered:

Albania	Algeria	Angola	Argentina
Australia	Austria	Bahrain	Belarus
Belgium	Bolivia	Bosnia	Brazil
Bulgaria	Canada	Chile	China
Colombia	Costa Rica	Cote d'Ivoire	Croatia
Cyprus	Czech Rep.	Denmark	Dominican Rep.
Ecuador	Egypt	El Salvador	Estonia
Finland	France	Germany	Ghana
Greece	Guatemala	Honduras	Hong Kong
Hungary	India	Indonesia	Ireland
Israel	Italy	Japan	Jordan
Kenya	Kuwait	Latvia	Lebanon
Lithuania	Macedonia	Malaysia	Mexico
Moldova	Montenegro	Morocco	Netherlands
New Zealand	Nicaragua	Nigeria	Norway
Oman	Pakistan	Panama	Paraguay
Peru	Philippines	Poland	Portugal
Puerto Rico	Qatar	Romania	Russia
Saudi Arabia	Serbia	Singapore	Slovakia
Slovenia	South Africa	South Korea	Spain
Sweden	Switzerland	Syria	Taiwan
Tanzania	Thailand	Tunisia	Turkey
Uganda	Ukraine	UAE	UK
USA	Uruguay	Venezuela	Vietnam
Zambia			

## Forecasts (2008-2018) contain the following detail for each country:

TV households	Pay IPTV subscribers	Pay IPTV subs/TV HH %
<i>Stand-alone pay IPTV subs</i>	<i>Dual-play pay IPTV subs</i>	<i>Triple-play pay IPTV subs</i>
<i>Stand-alone IPTV revenues</i>	<i>Dual-play IPTV revenues</i>	<i>Triple-play IPTV revenues</i>
<i>IPTV subscription revenues</i>	<i>IPTV on-demand revenues</i>	<i>IPTV revenues</i>
<i>Stand-alone IPTV sub ARPU</i>	<i>Dual-play IPTV subs ARPU</i>	<i>Triple-play IPTV subs ARPU</i>
<i>Average IPTV ARPU</i>		

