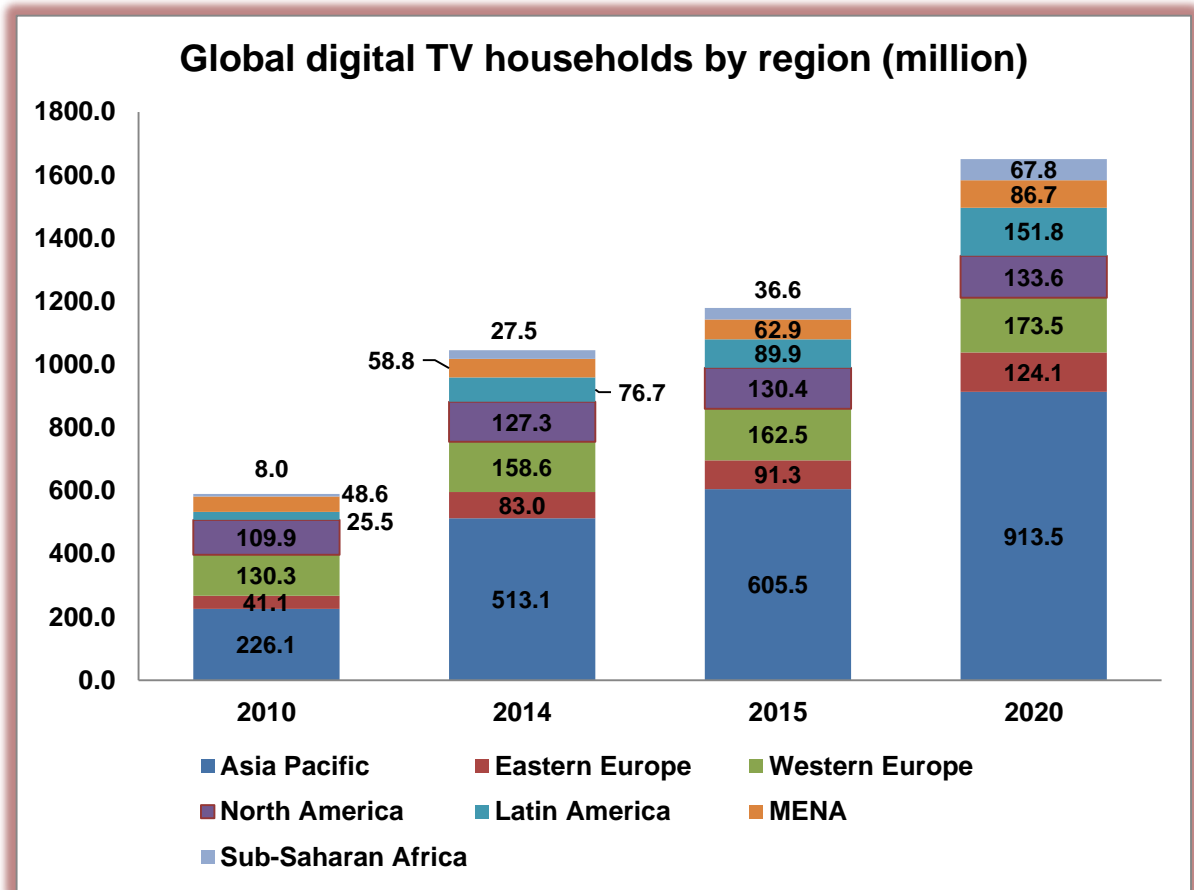


PRESS RELEASE

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Asia Pacific drives global digital TV growth

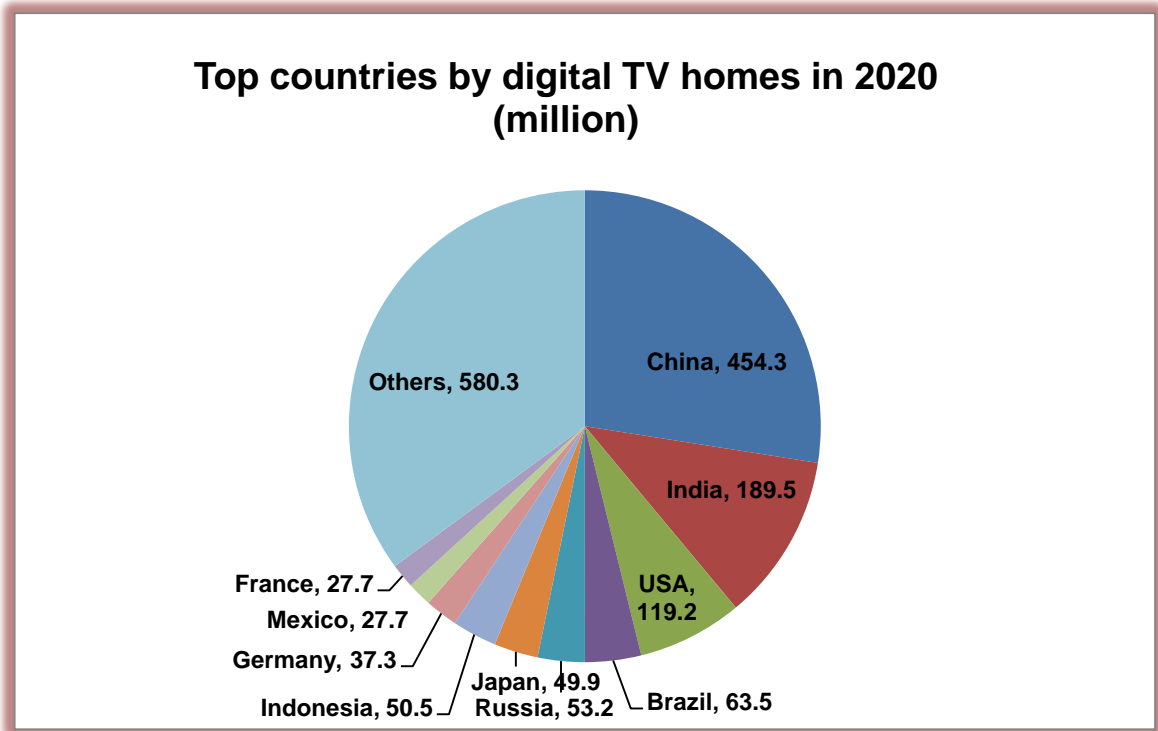
Based on forecasts for 138 countries, the number of digital TV homes will increase by more than 1 billion between 2010 and 2020 to 1.65 billion – or up by 180%, according to a new report from Digital TV Research. The total will climb by 134 million homes in 2015 alone.



Source: Digital TV Research Ltd

According to the [Digital TV World Household Forecasts](#) report, global digital TV penetration will reach 97.6% of television households by end-2020, up from 40.5% at end-2010 and 67.2% at end-2014. By 2020, 93 countries will be completely digital compared with only 17 at end-2014. About 124 countries will have more than 90% digital penetration by 2020.

The number of digital TV households in Asia Pacific will increased by 400 million between 2014 and 2020, with 93 million to be added in 2015 alone. The region will supply two-thirds of the 608 million digital TV household additions between 2014 and 2020. Sub-Saharan Africa will more than double its base over the same period, with Latin America nearly doubling its total.



Source: Digital TV Research Ltd

China will boast 454 million digital homes by end-2020 – or 27% of the global total – up by 169 million on 2014. India will overtake the US to take second place in 2015. India will add 95 million digital TV homes between 2014 and 2020 to double its total.

Brazil will take fourth place and Russia fifth by 2020. Watch out for Indonesia, which will leap to sixth place (from 23rd in 2014), by adding 43 million digital TV households.

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