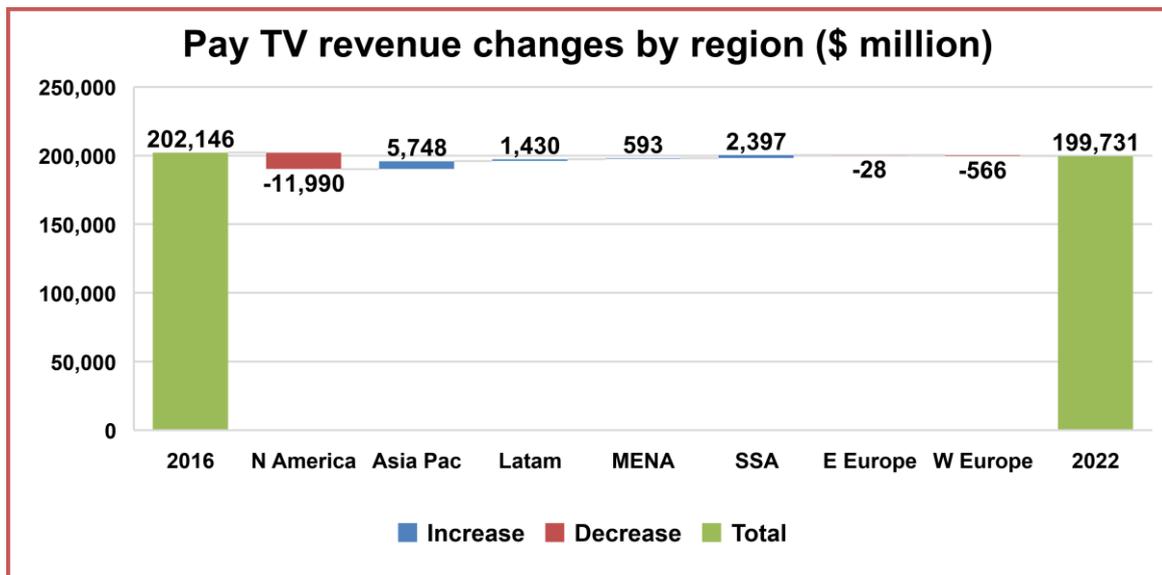


PRESS RELEASE

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Global pay TV revenues to peak in 2017

Global pay TV revenues will peak in 2017 at \$202 billion. However, no rapid decline will take place after 2017 as revenues will still be as high as \$200 billion in 2022.



Source: Digital TV Research Ltd

[The Global Pay TV Revenue Forecasts report](#) [covering 138 countries] concludes that revenues will fall in North America (by a huge \$12 billion), Western Europe (down \$566 million) and Eastern Europe (but only by \$28 million) between 2016 and 2022. Revenues will decline in 33 countries between 2016 and 2022.

Despite its rapidly falling revenues, North America will still command 47.5% of global pay TV revenues – or \$94.82 billion - in 2022, although this is way down from the 58.3% recorded in 2010.

However, Asia Pacific will record a \$5.75 billion increase to \$40 billion in 2022. Asia Pacific overtook Western Europe in 2013, and will be larger than the whole of Europe in 2017.

Revenues will rocket by 57% in Sub-Saharan Africa (up by \$2.40 billion to \$6.59 billion) and by 17% in Middle East & North Africa (up by \$0.59 billion to \$4.12 billion) between 2016 and 2022. Sub-Saharan Africa passed MENA in 2016 and will overtake Eastern Europe in 2021.

Simon Murray, Principal Analyst at Digital TV Research, said: “Revenues will more than double for 13 countries between 2016 and 2022. India will add the most revenues by some distance, with China also recording impressive gains. Asia will account for seven of the top 10 gainers.”

Global analog cable revenues will fall by \$8.77 billion between 2016 and 2022 - not surprising given the switch-off of most of the remaining subscribers. However, digital cable TV revenues will also fall – by \$3.14 billion. This is due mainly to subscribers converting from standalone status to bundles, which provide higher overall revenues for operators but lower TV ones. IPTV revenues will climb by \$2.34 billion.

Satellite TV will add more than any other platform - \$6.66 billion – to reach \$89 billion. Satellite TV [DTH or DBS] revenues will overtake total cable TV revenues in 2020, having passed digital cable a year earlier.

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

