

PRESS RELEASE

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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



digital TV research

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, Tel: +44 20 8248 5051*

