

PRESS RELEASE

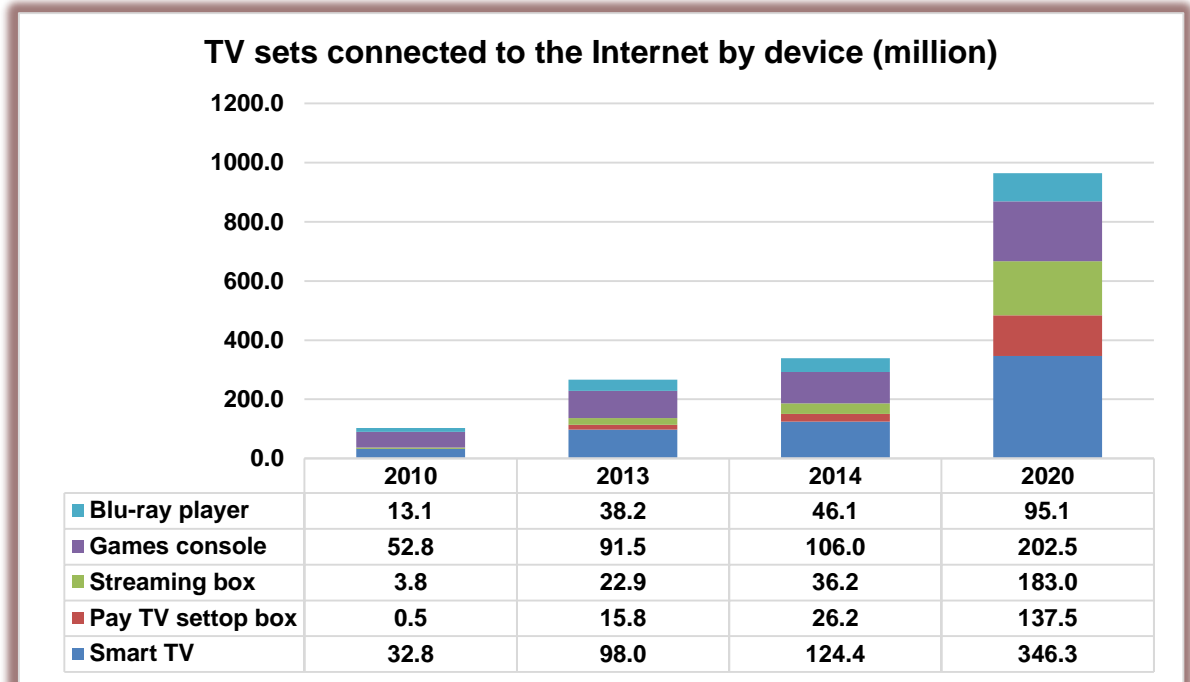
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Nearly 1 billion TV sets Internet connected by 2020

The number of TV sets connected to the Internet will reach 965 million by 2020, up from 103 million at end-2010 and the 339 million expected at end-2014, according to a new report from Digital TV Research.

Covering 51 countries, [the Connected TV Forecasts report](#) estimates that the proportion of TV sets connected to the Internet will rocket to 30.4% by 2020, up from only 4.2% at end-2010 and the 12.1% expected by end-2014. South Korea (52.7%) will have the highest proportion by 2020, followed by the UK (50.6%), Japan (48.6%) and the US (47.0%).

From the 698 million additional TV sets connected to the Internet between 2013 and 2020, China will supply a massive 160 million, followed by the US (92 million) and India (75 million).



Source: Digital TV Research

There are several ways by which a TV set can be connected online. The most popular was the fixed games console (Wii, PlayStation and Xbox), which accounted for 51% of the 2010 total.

The number of connected games consoles will rise to 202 million by 2020; double the 2013 total. The US will provide 50 million of the 2020 total, followed by China (22 million) and Japan (18 million). From the 111 million added between 2013 and 2020, the US will provide 18.5 million and China 17.0 million.

However, the number of installed smart TV sets overtook games consoles connected to the web in 2013. Smart TV sets will account for 36% of the 2020 total connected sets, with 346 million (of which 56 million will be in the US and 74 million in China). From the 248 million to be added between 2013 and 2020, China will contribute 65 million, with the US supplying an extra 27 million and India 29 million.

Chromecast and similar products (such as Sky's Now TV) are likely to have a considerable impact. The global total of connected TV sets via streaming/retail settop boxes will reach 183 million in 2020 (with 31 million in the US and 37 million in China), up from only 4 million in 2010. The expected 36 million total by end-2014 is up from 23 million a year earlier.

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