

# Europe IPTV Industry Outlook to 2016 - Faltering Growth Amid Signs of Maturity

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## Abstracts

### EXECUTIVE SUMMARY

The report titled “Europe IPTV Industry Outlook to 2016 – Faltering Growth Amid Signs of Maturity” encompasses a comprehensive analysis of the various aspects such as market size of the IPTV market across the six major countries such as France, Germany, Spain, Netherlands, the UK and Belgium on the basis of Subscribers.

The IPTV market in Europe is dominated by the Western European countries such as France, Germany, Spain and Belgium. This is primarily due to the higher broadband penetration in the countries and better broadband infrastructure. The Western Europe claimed the largest share of multichannel subscribers and revenues, with IPTV contributing around ~% of the pay-TV viewers and approximately ~% of the revenues by the end of the year 2009. In 2011, the IPTV subscriber base in Europe increased by ~% to ~ million as compared to ~ million in 2010.

Of the ~ million subscribers in 2011, around ~% or ~ million subscribers were located in France. Germany contributed approximately ~% of the total IPTV subscribers in Europe in 2011. Other countries such as Belgium, Spain, the UK and Netherlands accounted for ~%, ~%, ~% and ~% respectively in the same year.

France is the second largest IPTV market in the world with a ~ million subscribers in the year 2011. The country contributed ~% of the global IPTV subscribers in 2011. The IPTV market in the country has been driven by the remarkable deployment of related services by the telecom operators such as France telecom, Deutsche Telekom, Telefonica, Swisscom and several others.

Deutsche Telekom was the largest IPTV service provider in Germany with a subscriber base of ~ in 2011. The company has gained a competitive edge in the IPTV market in the country as a result of its varied channel inventory; several value added services and unquestionable service quality.

The IPTV subscriber base in Spain has grown at a CAGR of ~% during the period 2005-2011 due to the introduction of bundled services together with an increase in the demand for services such as Video-On-Demand and time shifted services.

The IPTV market in the UK has grown at a CAGR of ~% during the historical period 2005-2011 because of the likelihood towards the adoption of an innovative TV technology. Belgium is one of the largest IPTV market in Europe. The market in the year 2011 has recorded a subscriber base of ~ million subscribers with an increase of ~% as compared to ~ million subscribers in 2010.

Europe's IPTV market has been significantly contributed by Orange TV, the flagship of France Telecom. Orange TV contributed around ~% of the total IPTV subscriber in France in the year 2011.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of Europe IPTV industry on the basis of subscribers.

The market size of the IPTV market of the countries such as France, Germany, Spain, Netherlands, the UK and Belgium on the basis of IPTV subscribers.

Trends and Development of the Global IPTV Industry.

Competitive landscape of the major IPTV operators in the countries such as France, Germany, Spain and Belgium

Future outlook and projections of IPTV market of Europe on the basis of subscribers.

Future outlook and projections of IPTV market in the countries such as France, Germany, Spain, Netherlands, the UK and Belgium on the basis of IPTV subscribers.

## Contents

### 1. GLOBAL IPTV MARKET INTRODUCTION

### 2. GLOBAL IPTV MARKET SIZE, 2005-2011

### 3. TRENDS AND DEVELOPMENT IN THE GLOBAL IPTV MARKET

Increasing Number of Fixed Line Broadband Subscribers

Preference for Multi Screen Services with the emergence of Smart Phones and Tablets

Convergence of OTT Video Services with IPTV

Migration of Cable Operators to IPTV Service Platform

### 4. EUROPE IPTV MARKET

4.1. Europe IPTV Market Size by Subscribers, 2005-2011

4.2. France IPTV Market Size and Introduction, 2005-2011

4.2.1. Market Share of Major IPTV Operators in France, 2009-2011

4.2.2. France IPTV Market Future Outlook and Projections, 2012-2016

4.3. Germany IPTV Market Size and Introduction, 2005-2011

4.3.1. Market Share of Major IPTV Operators in Germany, 2009-2011

4.3.2. Germany IPTV Market Future Outlook and Projections, 2012-2016

4.4. Spain IPTV Market Size and Introduction, 2005-2011

4.4.1. Market Share of Major IPTV Operators in Spain, 2009-2011

4.4.2. Spain IPTV Market Future Outlook and Projections, 2012-2016

4.5. The UK IPTV Market Size and Introduction, 2005-2011

4.5.1. The UK IPTV Market Future Outlook and Projections, 2012-2016

4.6. Netherland IPTV Market Size and Introduction, 2005-2011

4.6.1. Netherlands IPTV Market Future Outlook and Projections, 2012-2016

4.7. Belgium IPTV Market Size and Introduction, 2006-2011

4.7.1. Belgium IPTV Market Future Outlook and Projections, 2012-2016

4.8. Market Share of Major Players in the IPTV Market in Europe, 2007-2011

4.9. Europe IPTV Market SWOT Analysis

Strength

Weakness

Opportunities

Threats

4.10. Europe IPTV Market Future Outlook and Projections, 2012-2016

4.10.1. Cause and Effect Relationship between Dependent And Independent Factors

## Prevailing In the Europe IPTV Industry

### 4.11. Company Profile of Major Players in the IPTV Market in Europe

#### 4.11.1. France Telekom: Orange TV

Company Profile

Operating Performance

Business Strategies

#### 4.11.2. Belgacom: Belgacom TV

Company Profile

Operating Performance

Business Strategies

#### 4.11.3. Iliad: Free TV

Company Profile

Operating Performance

Business Strategies

### 4.12. Macro-Economic Factors of Europe IPTV Market: Historical and Future Projections

#### 4.12.1. Europe Fixed Broadband Subscribers, 2005-2016

#### 4.12.2. Europe Broadband Penetration in Households, 2005-2016

## 5. APPENDIX

### 5.1. Market Definition

### 5.2. Abbreviation

### 5.3. Research Methodology

Data Collection Methods

Approach

### 5.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: IPTV Content Delivery Network

Figure 2: The Global IPTV Market Size by Subscribers in Thousands and Revenue in USD Million, 2005-2011

Figure 3: Global Fixed Line Broadband Subscribers in Million and Broadband Penetration per 100 Inhabitants in Percentage, 2005-2016

Figure 4: Europe IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 5: France IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 6: France IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 7: Germany IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 8: Germany IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 9: Spain IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 10: Spain IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 11: The UK IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 12: The UK IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 13: Netherland IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 14: Netherlands IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 15: Belgium IPTV Market Size on the Basis of Subscribers in Thousands, 2005-2011

Figure 16: Belgium IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 17: Europe IPTV Market Future Projections on the Basis of Subscribers in Thousands, 2012-2016

Figure 18: Orange TV Subscribers in Thousands, 2009-2011

Figure 19: Belgacom TV Subscribers in Thousands, 2009-2011

Figure 20: Free TV Subscribers in Thousands, 2009-2011



## List Of Tables

### LIST OF TABLES

Table 1: Market Share of Major IPTV Operators in France on the Basis of Subscribers in Thousands and Percentage, 2009-2011

Table 2: Market Share of Major IPTV Operators in Germany on the Basis of Subscribers in Thousands and Percentage, 2009-2011

Table 3: Market Share of Major IPTV Operators in Spain on the Basis of Subscribers in Thousands and Percentage, 2009-2011

Table 4: Market Share of Major IPTV Operators in Europe on the Basis of Subscribers in Thousands and in Percentage, 2009-2011

Table 5: Cause and Effect Relationship Analysis between Industry Factors and Expected Industry Prospects of the Europe IPTV Industry

Table 6: Europe Fixed Broadband Subscribers in Millions, 2005-2016

Table 7: Europe Broadband Penetration in Households in Percentage, 2005-2016

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