

# North America IPTV Industry Outlook 2016 - Rising Competition between Cable Operators and Telecoms

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## Abstracts

### EXECUTIVE SUMMARY

The report titled “North America IPTV Industry Outlook 2016 – Rising Competition between Cable Operators and Telecoms” encompasses a comprehensive analysis of the various aspects such as market size of the IPTV market across North America, US and Canada on the basis of Subscribers. The report also entails the market share and company profiles of major IPTV service providers.

The IPTV market in North America is the third most predominant market in the world. The market in the region is upheld by the demand for IPTV services in the US. On the basis of service revenue, the US represents the most productive IPTV video service economy, contributing around ~% of the service revenue of North America in 2011.

The IPTV market in the US has been primarily driven by the competition between the IPTV providers and the other pay TV operators such as cable TV and satellite TV. The IPTV market in the US is led by the Fios TV provided by Verizon. Fios TV in 2011 contributed around ~% of the total subscribers in the US due to the higher demand for its IPTV services across the region. U-Verse by AT&T is the second largest IPTV service provider in the US with a contribution of around ~% of the total subscriber base in the US in 2011, followed by Surewest and Frontier communication with a contribution of ~% and ~% respectively.

The IPTV market in Canada is served by providers such as Bell, MTS, Sasktel and Telus. These operators deploy their IPTV services through the set top boxes which operate on firmware, developed by Microsoft, which is popularly known as “Media Room”. The market in Canada can also possibly witness the entrance of the IPTV

operators of the neighbor country, the US, since the IPTV market in the US is almost closing to a maturity stage.

The country is expected to register a CAGR of ~% in the next 5 years and record ~ million subscribers in 2016.

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

The market size of North America IPTV industry on the basis of subscribers.

The market size of the IPTV market of the countries such as the US and Canada on the basis of IPTV subscribers.

Trends and Development of the Global IPTV Industry.

Market Share and Company Profile of major IPTV operators in the US

Competitive landscape of the major IPTV operators in Canada

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

Future outlook and projections of IPTV market in the countries such as the US and Canada on the basis of IPTV subscribers.

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