

# Global Pay TV Market Size study, by Technology (Cable TV, Satellite TV, IPTV) and Regional Forecasts 2021-2027

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## Abstracts

Global Pay TV Market is valued approximately USD 227.73 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 1.35 % over the forecast period 2021-2027.

Pay TV, commonly known as subscription TV, is subscription to television services in which TV signals are encrypted by the multi-channel service provider and are decoded at the customer's end through the means of a set-up box. The growth in the household expenditure on entertainment services and advent of the new technologies in Pay TV as well as monitor displays show an incredible potential and future growth for Pay TV market. The pandemic has also contributed to increase in screen time of people at home, and Pay TV is still one of the cost-effective option available to many families. According to International Trade Association for Broadcast & Media Technology, number of TV households in Asia-Pacific region will increase to 970 million in 2024 from about 900 million in 2018. India and China alone will account for 80% of APAC Pay TV subscribers by 2024. Despite promising future, the arrival of OTT platforms can hamper the growth of Pay TV market. As many millennials enter the workforce, they are inclined more towards new format of digital content consumption as compared to Pay TV. But new developments like the hybrid models of OTT and IPTV shows prospects of further growth in the next decade.

Key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World are considered for regional analysis of Global Pay Market. Due to increase in household income, growing middle-class population and rise in the trend of multiple TVs in a single house, Asia-Pacific is the most emerging market across the globe. Africa is also expected to exhibit high growth rate in the next decade due to penetration

opportunities in cities and growing per capita income.

Major market player included in this report are:

Airtel Digital TV  
DIRECTV  
DISH Network Corporation  
Dish TV India Limited  
Fetch TV Pty Ltd.  
Foxtel  
Rostelecom PJSC  
Spectrum  
Tata Sky Ltd  
Tricolor TV

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Cable TV  
Satellite TV  
IPTV

By Region:

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France

Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027

Target Audience of the Global Pay TV Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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