

State and development trends of the Russian paid television market (cable, digital and satellite TV)

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Date:	March 1, 2008
Pages:	38
Price:	US\$ 1,080.00
ID:	S625EA725B4EN

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Main research objectives are:

1. State value and prospects of Russian cable, digital and satellite (paid) television market development from standpoint of investment appeal.
2. Expediency definition and possibilities of investors penetrate on the Russian paid television market.

The research period is 2004-2007. The general trends and forecasts of the Russian paid television market development are considered over near-term outlook.

Information sources:

1. The statistical data of Federal State Statistic Service, Federal Press and Mass Communications Agency, Russian Communication Agencies Association, Russian Federation Construction Committee.
2. Companies press releases, branch and expert estimations of mass-media.
3. Own informational resource and extensive enterprises database of Information Agency «Credinform – North-West».

General conclusions:

Experts depending on a way of television signal transfer have distinguished four paid television types: radio, cable, satellite, mobile or IPTV (Internet Protocol TV).

According to experts the Russian paid television market has reached \$650 one million (10.5-11.25 billion rubles) in value terms in 2007. According to specialists forecast estimations the Russian paid television market will grow at 25-45% in value terms in 2008 as well.

During researched period the Russian paid television market had developed in a greater promptly due to a cable television segment basically. Therefore now it is possessed the greatest share in subscriber's baseline of paid TV.

Development of the Russian paid television market is provided due to regions basically. Ural and Southern Federal Districts (FD) among them together with Central and Northwest Federal Districts are the most attractive.

The technical basis of television broadcasting is factories and operators specializing in telecommunication, radio broadcasting and television. The brief information on the leading companies of the Russian paid television market is presented in the report.

For more information on participants of the Russian paid television market see Companies Directory created by «CredInform – North-West».

More detailed information on any firm can be received in on-line at Agency website where in accessible form reference company data is presented not only but also in comparative form its financial figures, foreign economic activity data and etc.

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1. Example of brief supplement information on a company
2. Analysis of financial figures of a firm "X"
3. Analysis of foreign trade activities of a firm "X"

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