

Television Services: European and Asia-Pacific Outlook 2Q 2013

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Abstracts

This report analyzes the market for consumer TV services in Western Europe, Eastern Europe, and the Asia-Pacific region, including cable, IPTV, and satellite/DTH. It examines service provider activities and global, regional, and market-specific trends in several service areas, including pay TV, terrestrial/OTA TV, multiscreen, HD, set-top boxes, OTT services, video on-demand, and PVR/DVR features. The report assesses regulatory changes and competitive positioning and includes subscriber forecasts through 2017.

“The TV service markets in Western Europe, Eastern Europe, and the Asia-Pacific Region are more dynamic than ever before,” said Brett Sappington, director of research, Parks Associates. “Operators seek to overcome low ARPUs and are introducing a variety of services to entice greater spending from subscribers. At the same time, new competitive threats stand to drain away subscribers to new services. The trends in today’s market are already defining which companies will be the winners of tomorrow’s subscribers and revenues.”

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