

Global IPTV Market Forecast to 2014

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Abstracts

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The past decade of TV was about delivering the consumer a sit-back experience and a push feed for the operator/service provider. Since 2000, we saw major changes in the world of TV as the global economies were shifting from Analog to Digital Content. IPTV was becoming a big buzz in the field of entertainment and since then, IPTV market has continuously increased.

As per our research, internet applications, for instance, VoIP, IPTV and VOD, e-government: G4C (government for citizens), HTS (home tax service), GePS (government e-purchasing service), e-education: Educational Broadcasting system (EBS) broadcasting high school, education programs via the internet, online video and gaming, E-banking, ubiquitous network, E-business Integration (eBI) are fostering the need for high technological convergence and interoperability.

Globally, IPTV represents an opportunity for telecommunication companies looking for new revenue streams beyond data and voice services. With the necessary broadband infrastructure in place and availability of new video compression technology, there is an opportunity for broadcasting live TV signals to a television set or a PC via private broadband networks.

Besides, most IPTV markets have not reached saturation, so there are many opportunities for growth. As more and more consumers are switching to fiber for their broadband, it is projected that the numbers of IPTV subscribers will climb in markets, where FTTx deployment is powering ahead.

According to our report, Global IPTV Market Forecast to 2014, Europe is the largest and most active IPTV market, however, in future, the Asia-Pacific region is expected to dominate the market as it will grow in terms of subscribers, service revenue, infrastructure etc. The broadband penetration of the region will fuel the growth in this sector. American market is also expected to be the most competitive IPTV market in the world largely due to high existing pay-TV penetration, stiff prices, and service competition. Global IPTV subscribers will rise to around 109 Million in 2014, expanding at a CAGR of around 25% during 2011-2014.

The report provides thorough analysis of the global IPTV market along with the study of latest developments in the fastest developing IPTV markets. The report also signifies future trends in these markets along with their forecast till 2014. Besides, the report discusses the growth drivers of the global IPTV market to help clients identify the future opportunities in the market. It also highlights information on various segments of the industry.

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