

IPTV Pricing Trends 2011

<https://marketpublishers.com/r/I9E4F856C34EN.html>

Date: March 2011

Pages: 40

Price: US\$ 1,635.00 (Single User License)

ID: I9E4F856C34EN

Abstracts

No of Pages: **40 plus Database**

Summary

The report entitled IPTV Pricing Trends 2011 is a survey of the main price trends taking place across 56 IPTV providers. The aim of this report is to provide as comprehensive overview of the main trends adopted for pricing of IPTV services across the regions by those operators offering the service.

The product comprises of two deliverables:

1) A database holding the prices for basic plans and additional channels for 56 operators' IPTV offerings.

Details covered for each of the 56 profiles are:

Country name

VAT rate

Operator name

IPTV product name

Number of broadband subscribers

Broadband network architecture used for IPTV delivery (DSL or FTTx)

Categories covered

Provision of Video On Demand (VOD) service

Standard pricing plans

Additional content packages

Other charges

I. Set-top box charges

II. Additional features charge

III. Multiple service points

IV. Single-channel charges

V. VOD charges

VI. Other charges e.g. delivery, installation, cabling, disconnection, reconnection etc

Promotional offers

2) A 40-page report

Contents

Executive Summary

1 INTRODUCTION

1.1 Scope Of The Report

2 METHODOLOGY

3 SERVICE COMPONENTS

4 BROADBAND NETWORK ARCHITECTURE

5 IPTV MARKET GROWTH

6 PRICING STRUCTURE

7 BASIC SUBSCRIPTION PLANS

7.1 One-Off Fee

7.2 Monthly Subscription Fee

7.3 Content

8 BUNDLING

9 ADDITIONAL SUBSCRIPTION PACKAGES

9.1 Number Of Additional Packages

9.2 Number Of Channels Per Additional Package

9.3 Monthly Subscription Fee Of Additional Packages

10 INDIVIDUAL CHANNELS

11 ADDITIONAL SERVICES

12 PROMOTIONAL OFFERS

Table Of Figures

TABLE OF FIGURES

Figure 1. Broadband network architectures used for the delivery of IPTV services.

Figure 2. Availability of additional subscription plans as part of the pricing model.

Figure 3. VOD as part of the pricing model.

Figure 4. Frequency distribution of the one-off fee values.

Figure 5. Frequency distribution of the monthly subscription fee values.

Figure 6. Frequency distribution of the number of channels.

Figure 7. Frequency distribution of the number of additional packages per operator.

Figure 8. Frequency distribution of the number of channels per additional package.

Figure 9. Frequency distribution of the monthly subscription fee values.

Figure 10. Frequency distribution of the number of independent channels per IPTV service provider.

Table Of Tables

TABLE OF TABLES

Table 1. Operator coverage by region.

Table 2. List of IPTV service providers.

Table 3. Exchange rates used in this report (conversion into 1 Euro).

Table 4. Typical service components of a converged package.

Table 5. Geographic distribution of IPTV service providers in terms of broadband network architecture.

Table 6: IPTV operator growth rates - September 2009 to September 2010

Table 7. Key components of IPTV offerings' pricing model.

Table 8. Frequency distribution of the one-off fee values.

Table 9. Frequency distribution of the monthly subscription fee values.

Table 10. Frequency distribution of the number of channels.

Table 11. Frequency distribution of the number of additional packages per operator.

Table 12. Frequency distribution of the monthly subscription fee values.

Table 13. Examples of promotional offers.

I would like to order

Product name: IPTV Pricing Trends 2011

Product link: <https://marketpublishers.com/r/I9E4F856C34EN.html>

Price: US\$ 1,635.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I9E4F856C34EN.html>