

Global HDTV Forecasts (3rd edition)

www.informatm.com/hdtv



Forecasts
and analysis
for the HDTV
industry

Published: April 2008
Authors: Simon Murray and Adam Thomas
Price: Single user PDF: £795/US\$1590/€1193
2-5 users PDF: £1590/US\$3180/€2385

The wealth of experience gained from our team of expert analysts ensures that *Global HDTV Forecasts* is the ultimate management report providing in-depth intelligence on the global HDTV industry.

- Track trends and pinpoint opportunities with fully updated forecasts
- Find out how HDTV technology is changing the face of broadcasting
- Discover the strategies that have been successful for early-adopters
- Evaluate investment opportunities in new countries
- Learn which new technologies will offer the most profitable opportunities

Forecasts include:

- TV households
- HDTV households
- HDTV households as a percentage of digital TV households
- DTT HDTV households
- Digital cable HDTV households
- DTH HDTV households
- Paying IPTV HDTV households
- Active HDTV IPTV households

Countries covered:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Korea
- Malaysia
- Mexico
- Netherlands
- New Zealand
- Norway
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Singapore
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- UK
- US

High-definition viewing to reach 44 million homes by year-end

"Only 4% of global homes will actively watch HD programming by the end of 2008. However, this represents nearly 44 million households, up 19 million from the end of 2007. By 2012, Informa forecasts 179 million HD active homes, representing 16% of TV households."

Source: Informa Telecoms & Media

Following several false dawns, HDTV is finally on the brink of mass market acceptance. Set and settop box prices have fallen substantially in the last two years. National free-to-air broadcasters are launching HD services, which will further stimulate take-up. Digital platforms now use HD channel provision as a differentiator against their competitors. Major sports events such as the Olympics and Euro 2008 have spurred FTA broadcasters to provide more HD programming.

Global HDTV Forecasts (3rd edition), from Informa Telecoms & Media, looks at present market trends and evaluates the future direction the market is taking. It includes important illustrative statistics and reliable forecasts to 2012 for 40 countries as well as an analysis of the market worldwide.

To order please complete the form overleaf or alternatively call +44 (0) 20 7017 5533

Payment details

VAHD015D

Name
Email
Title
Company
Address
Postcode/Zipcode
Country
Telephone
Facsimile

WHEN ORDERING BY PHONE OR EMAIL PLEASE QUOTE THIS CODE

Please debit my VISA Mastercard Amex Diners

Card No. Expiry date:

3 digit security number:
(located on back of credit card in the signature box)

Signature Date

I enclose a cheque made payable to Informa UK Ltd for the sum of: £/US\$/€

VAT is chargeable on all orders from the European Union (except UK) which do not quote the buyer's VAT Registration number. Please supply your TVA/BTW/MOMS/MWST/IVA/FPA number or add VAT at your local rate to your remittance.

ISBN	Title	Price	Quantity
	Global HDTV Forecasts (3rd edition) Single user PDF	£795/US\$1590/€1193	
	Global HDTV Forecasts (3rd edition) 2-5 users PDF*	£1590/US\$3180/€2385	
1477-7541	Converging Media paper copy	£1095/US\$2190/€1643	
	Converging Media online license 1-5 users	£3285/US\$6570/€4929	
Sub Total			
VAT			
Total			

* PDF files are subject to license agreements and are non-refundable. These terms supersede all previous terms. The report is copyrighted. PDF files must not be forwarded to or distributed to any other person within or outside the company. Reproduction or redistribution without permission is strictly prohibited. Breach of copyright law is punishable by fines of up to US\$100,000 per infringement. A Site License or Corporate License is required for distribution across the company.

Refunds are given only on publications returned to us in saleable condition by registered post within 14 days of receipt.

Please tick this box if you do not wish to receive further information on Informa UK Limited products and services or other selected companies.

The personal details shown on this brochure or provided by you will be held on a database and shared with companies in the Informa Group. They may be used to keep you up to date with developments in your industry. Sometimes your details may be obtained from, or made available to external companies for marketing purposes.

We believe that you are the correct person to receive details of publications connected with this subject. If this is not the case, or if you do not wish to receive further correspondence from us, please write to Informa UK Ltd, Cyan House, 1 Canada Road, Byfleet, Surrey, KT14 7BF. Telephone: +44 (0) 20 7017 4555, fax: +44 (0) 20 7017 4743, email: database@informa.com

Informa UK Ltd. Registered Office: Mortimer House, 37-41 Mortimer Street, London W1T 3JH. Registered No: 1072954 (England and Wales) VAT Reference No. GB365462636

To place your order, contact Customer Services

FAX: +44 (0)20 7017 4783

POST UK: Informa Telecoms & Media,

TEL: +44 (0)20 7017 5533

Sheepen Place, Colchester, Essex, C03 3LP, UK

EMAIL: telecoms.enquiries@informa.com

WEBSITE: www.informatm.com/hdvt



Converging Media

Converging Media is the industry's most trusted source of breaking news, accurate data and incisive analysis for tracking digital-content strategies around the globe ensuring you keep up to speed with this rapidly developing sector. Your colleagues and competitors rely on **Converging Media** to help shape their strategic direction, shouldn't you?

Converging Media will help shape your strategic direction by delivering an intelligent mix of:

- **exclusive news and news analysis** on the global digital-content market
- **in-depth research & analysis** of significant themes and issues impacting the sector
- **company profiles** examining the product offerings and strategies of the trail-blazing companies shaping the digital-content industry today and in the future

- **country profiles** with in-depth analysis of an individual country's digital-content market, the major players leading the way, trends and any likely developments
- **sector profiles** keeping you informed of key trends within different market segments
- **market data** on global digital-content numbers, and a round-up of the latest digital-content alliances and deals.

If there's a device carrying digital content, expect to read about it in **Converging Media**. Media goes where media is consumed, and the consumer wants to consume in the home, in the office, and on the move. **Converging Media** will follow.

Publication Details:

Editor: Steve Mullins • Frequency: 23 issues per year
Price: Online license 1-5 users £3285/US\$6570/€4929
Paper copy £1095/US\$2190/€1643

For more information

please visit www.informatm.com or contact us on Tel: +44 (0)20 7017 5533, Email: telecoms.enquiries@informa.com