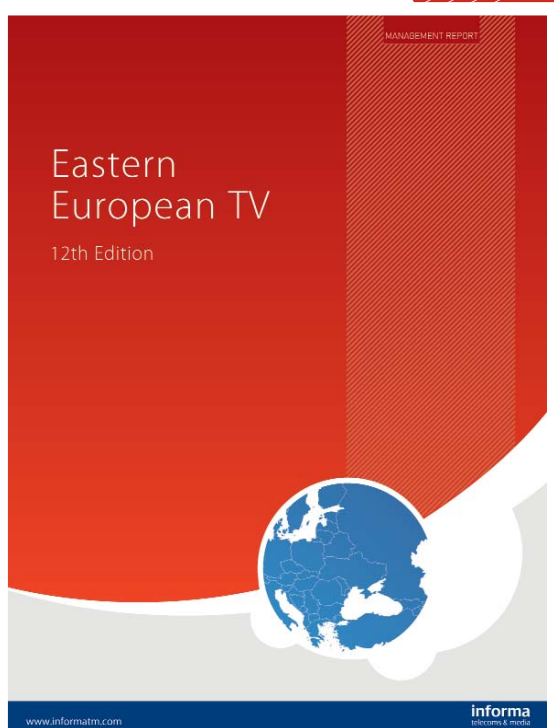


Eastern European TV

(12th edition)

Your definitive resource to
the broadcast industry across
central and eastern Europe

www.informatm.com/easteuropeantv



Published: June 2008

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Price: Paper copy:
£895/US\$1790/€1343
PDF 1-5 users:
£2685/US\$5370/€4028

NEW in this edition:

- **Fully updated forecasts to 2013** including advertising, satellite TV homes, MMDS/Cable TV households, multichannel TV homes, pay TV penetration, IPTV, PPV/VOD, advertising, population and TV household data
- **Market Movements** new quick guides to the key developments in each country
- **New profile** of the pioneering pan-regional company CME
- **Country-by-country coverage** analysis of the 18 key territories, now including extensive coverage of Bulgaria and Romania
- **Emerging broadcast technologies** such as mobile TV and HDTV

See inside for further details >>>

Eastern European TV (12th edition)

Pay TV homes in eastern Europe set to pass 70m by 2013

“ At end-2013, eastern Europe will have 71.8 million pay TV homes. This means almost half of the region's television households will be paying for their broadcast services. Digital TV is also expected to make substantial inroads, with 70.1 million homes having digital TV signals by 2013. ”

Source: Informa Telecoms & Media

The 12th edition of Informa Telecoms & Media's *Eastern European TV* report (previously part of our bestselling *European TV* report) has been updated and completely revised from the previous edition. It also incorporates **extensive coverage of Bulgaria and Romania** which are benefiting from their recent European Union membership. *Eastern European TV (12th edition)* provides vital intelligence on the opportunities presented by these increasingly **accessible markets**.

For this edition the research has been significantly expanded to include Informa's **proprietary data** in the areas of: **advertising, digital/analogue cable revenue splits, population movements and household numbers and penetration.**

Whether you are a local player or foreign investor, *Eastern European TV (12th edition)* provides crucial information to enable you to maximise your opportunities within the region.

The report looks at present **market trends**, and evaluates the future direction the market is taking. It includes important **illustrative statistics** and **reliable forecasts to 2013**. It contains detailed information on TV developments across **18 countries** including Poland, Russia, Ukraine, the Czech Republic, Romania, Croatia and Hungary.

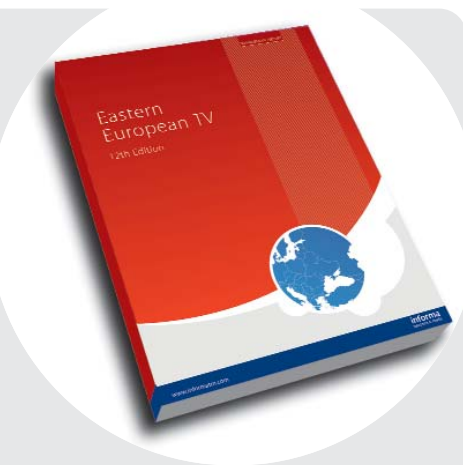
This report allows you to pinpoint new opportunities and highlight territories ripe for investment. With **IPTV** already live, and thriving, in several key territories and other new serving launches pending, across all TV platforms, the report provides a valuable insight into their chances of success.

Major industry questions answered in this report include:

- ✓ How has DTH successfully started to make inroads into cable's dominance?
- ✓ Will free-to-air multichannel services harm the chances of pay TV?
- ✓ Has the early promise of HDTV come to fruition?
- ✓ How are key companies UPC and CME adapting to the changing environment in the eastern European region?
- ✓ Is the current trend for launching thematic channels here to stay?

With News Corp. and other heavyweight media companies already investing in eastern Europe, do you have the **clear and reliable analysis** that will enable you to also **exploit the unique opportunities available** in this increasingly dynamic new TV market?

The wealth of experience gained from our team of expert analysts ensures that *Eastern European TV (12th edition)* is the ultimate management report providing **in-depth intelligence** on the broadcast industry within this vibrant region.



Use this report to:

- Discover the strategies your competitors are using
- Find out how new platform launches are transforming the region
- Learn which new technologies are revolutionising TV in central and eastern Europe
- Evaluate investment opportunities in new regions
- Calculate how more liberal regulation regimes can benefit you

Your ultimate resource to the broadcast industry across the region

Countries covered

- Bulgaria
- Croatia
- Cyprus
- the Czech Republic
- Estonia
- Greece
- Hungary
- Israel
- Latvia
- Lithuania
- Poland
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Turkey
- Ukraine

Essential reading for:

- **TV Companies:** Discover the strategies your competitors are using and find out how more liberal markets are changing the face of broadcasting in eastern Europe.
- **Investment Banks:** Gain valuable insights into which countries will enable you to maximise your investment opportunities and how EU accession has boosted investor confidence in countries previously seen as inaccessible.
- **Analysts, legal and financial:** Use our forecasts, historic data and independent analysis to build your knowledge of the sector and identify where your own expert knowledge may be required.
- **Broadcast Technology companies:** With TV in eastern Europe now actively looking to increase in sophistication, identify which technological developments are likely to have a profitable impact on your business.

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