

IPTV: A Global Analysis (3rd edition)

Your ultimate resource to IPTV across the world

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Fully revised
with brand
new data and
forecasts

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- Track trends and pinpoint opportunities with fully updated forecasts
- Can the telco's TV services really compete with established platforms?
- Discover the strategies your competitors are using
- What are the main factors to entering this blossoming market?
- Learn which IPTV broadcast models have been successful so far
- Evaluate investment opportunities in new regions

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IPTV market to be worth US\$14.7 billion worldwide by 2012

“Rapid growth will result in 38 million IPTV homes by 2012 – or more than seven times the 2006 figure. Despite this acceleration, only 3.1% of the world’s TV households are forecast to subscribe to IPTV platforms by 2012 as the operators have to compete against digital cable and DTH as well as DTT to a lesser extent.”

Source: Informa Telecoms & Media

IPTV: A Global Analysis (3rd edition) cuts through the hype that has engulfed the IPTV sector in recent months. It provides the most insightful and realistic examination of the current market situation and identifies the future direction the market is taking. In the US, services such as FiOS and U-Verse are starting to give cable companies a real run for their money – and there are signs of this trend emerging on a global scale. With viewers increasingly seeking new broadcast concepts to engage them in a personalised manner, the converging worlds of media and telecoms represent a phenomenal opportunity for all areas of the communications business.

The report includes important illustrative statistics and reliable forecasts to 2012. It analyses more than 50 markets worldwide and includes detailed forecasts for the top 45 countries. With numerous recent launches of IPTV worldwide, and others pending, the report provides a valuable insight into their chances of success.

Whether you are a telco or content supplier, *IPTV: A Global Analysis (3rd edition)* provides crucial information to enable you to maximise your prospects within this increasingly established business sector.

Major industry questions answered in this report include:

- How is improving broadband penetration affecting IPTV rollout?
- Are the successes of PCCW in Hong Kong and Orange TV in France now being repeated in other countries?
- Can the telcos strategy to use triple-play and quad-play to retain customers succeed against the more established cable and satellite operators?
- Why are IPTV platforms good news for content owners?
- Is IPTV still the ‘hottest’ TV sector?
- Who is best placed to profit from IPTV?

With many telcos having now launched IPTV, or with advanced plans to do so, do you have the clear and reliable analysis that will enable you to exploit new opportunities in this thriving market?

The wealth of experience gained from our team of expert analysts ensures that *IPTV: A Global Analysis (3rd edition)* is the ultimate management report providing in-depth intelligence on the worldwide IPTV industry.

Countries covered:

- | | | | | | | |
|-------------|------------------|-------------|-------------------|----------------|---------------|-------------|
| • Argentina | • Colombia | • Greece | • Latvia | • Poland | • South Korea | • Uruguay |
| • Australia | • Croatia | • Hong Kong | • Lithuania | • Portugal | • Spain | • US |
| • Austria | • Cyprus | • Hungary | • Malaysia | • Puerto Rico | • Sweden | • Venezuela |
| • Belgium | • Czech Republic | • India | • Mexico | • Romania | • Switzerland | • Vietnam |
| • Brazil | • Denmark | • Indonesia | • Morocco | • Russia | • Taiwan | |
| • Bulgaria | • Estonia | • Ireland | • Netherlands | • Singapore | • Thailand | |
| • Canada | • Finland | • Israel | • New Zealand | • Slovenia | • UAE | |
| • Chile | • France | • Italy | • Norway | • Slovakia | • UK | |
| • China | • Germany | • Japan | • The Philippines | • South Africa | • Ukraine | |

Use *IPTV: A Global Analysis* and benefit from:

- Forecasts to 2012 – track trends and pinpoint opportunities with extensive forecasts, including IPTV subscriber numbers, DSL growth, IPTV penetration by both home and by DSL subscribers, IPTV revenue figures and country data for 45 countries.
- Vital intelligence on government legislation and regulation and other important local knowledge to allow you to maximise your investment and make informed business decisions.
- Country-by-country coverage – in-depth analysis of the 58 key territories, enabling you to track the regions you are already in and assess which new ones will provide you with new investment opportunities.

Essential reading for:

- **Telcos:** Learn more about where IPTV can fit into your business strategy.
- **Investment Banks:** Gain valuable insights into which countries will enable you to maximise your investment opportunities.
- **TV Companies:** Discover the strategies your competitors are using and find out how IPTV technology and investment is changing the face of broadcasting.
- **Analysts, legal and financial:** Use our forecasts, historic data and independent analysis to build your knowledge of this new sector and identify where your own expert knowledge may be required.
- **Broadcast Technology companies:** As a new sector, IPTV offer new revenue streams. Identify which technological developments are likely to have a profitable impact on your business.

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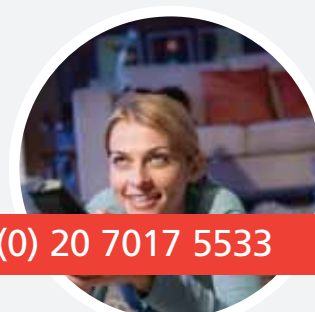
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- **country profiles** with in-depth analysis of an individual country's digital-content market, the major players leading the way, trends and any likely developments
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- **market data** on global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

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