digital TV research

October 2014

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Published: 12 times/year

www.digitaltvresearch.com

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1	Digital TV Sub-Saharan Africa Forecasts	January	£800/$1200/€1000
2	Digital TV Middle East & North Africa Forecasts	February	£800/$1200/€1000
3	Digital TV Asia Pacific Forecasts	March	£800/$1200/€1000
4	Digital TV Latin America Forecasts	March	£800/$1200/€1000
5	Digital TV North America Forecasts	March	£400/$600/€500
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10	Digital TV World Household Forecasts	May	£1300/$1950/€1625
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20	Global Online TV & Video Revenue Forecasts	September	£1000/$1500/€1250
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22	European Pay TV Operator Forecasts	October	£1000/$1500/€1250
23	Multiscreen TV & Video Forecasts	December	£1000/$1500/€1250
	Total		£20400/$30600/€25500

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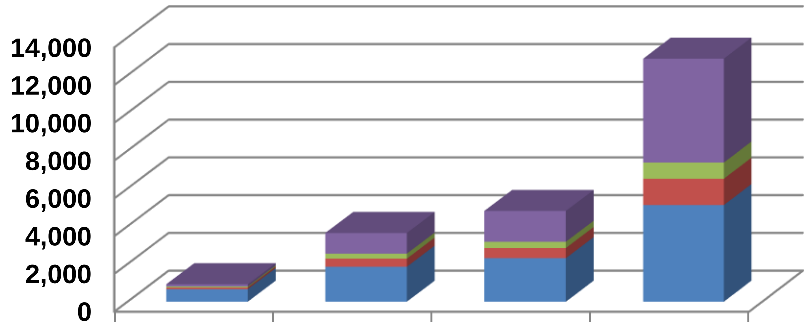
A fifth of European TV homes to subscribe to online packages by 2020

The number of European homes paying a monthly subscription to receive SVOD [subscription video on demand] packages will climb from 1.78 million in 2010 (0.6% of TV households) to 17.99 million by end-2014 (6.4%) and onto 59.41 million in 2020 (20.7%), according to a new report from Digital TV Research. **The European Online TV & Video report** forecasts that 6.8% of Eastern European TV households (11 countries) will subscribe to an SVOD package by 2020, compared with 29.7% in Western Europe (15 countries).

Online television and video subscription revenues (SVOD) will soar from $116 million in 2010 to $1,633 million in 2014 and onto $5,502 million in 2020. The UK will remain the SVOD revenue market leader, although Germany will be close behind by 2020.

European online TV & video revenues by source ($ million)



	2010	2013	2014	2020
Subscription	116	1,094	1,633	5,502
Rental/PPV	55	265	331	858
DTO	89	430	536	1,395
Advertising	663	1,851	2,305	5,117

Source: Digital TV Research

European online TV and video revenues (over fixed broadband networks) will reach $12,872 million in 2020; up from only $923 million in 2010 and the $4,804 million expected in 2014.

The UK will remain the dominant territory for online TV and video revenues. However, its share of regional revenues will drop from 30% in 2010 to 20% in 2020. Italy will climb from only $66 million in 2010 to $1,237 million by 2020. Russia will grow from $20 million in 2010 to $874 million by 2020.

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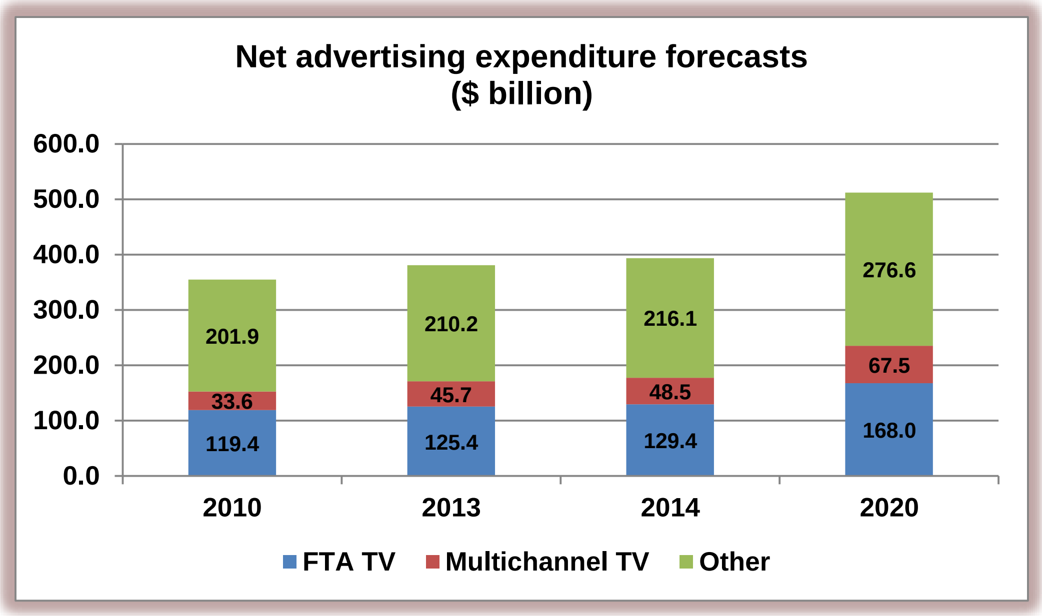
Online TV and video advertising revenues are expected to be $2,305 million in 2014, up from $663 million in 2010. Rapid advertising expenditure growth will continue, to reach a European total of $5,117 million in 2020. The UK will remain the market leader, with $1,175 million in 2020.

Online TV and video rental/pay-per-view revenues will still expand rapidly, climbing from $55 million in 2010 to $858 million in 2020. Download-to-own revenues are forecast to be $1,395 million in 2020, up from $89 million in 2010.

Please click here for more information on the European Online TV & Video Forecasts report.

TV advertising regains its mojo

Global TV advertising expenditure will reach $236 billion in 2020, up by 38% - or $64 billion - from 2013 and up by 54% ($82 billion) on 2010, according to a new report from Digital TV Research. TV ad spend is expected to grow by 4.0% in 2014 for the 55 countries covered; better than the 2.2% recorded in 2013.



Source: Digital TV Research

Simon Murray, author of the **TV Advertising Forecasts** report, said: "Positives for TV advertising in 2014 include World Cup soccer in Brazil and economic improvement in much of Europe. However, not all countries have fully recovered economically. Devaluation is a factor in some markets, such as Venezuela. In addition, internal conflicts in countries such as Israel, Thailand and the Ukraine have damaged the advertising industry."

TV advertising expenditure will double in Latin America and the Middle East & Africa between 2010 and 2020. Excluding deflation-hit Japan, net TV advertising in Asia Pacific will also more than double between 2010 and 2020.

However, TV advertising spend in Western Europe will only be 26% higher in 2020 than in 2010. TV advertising in Western Europe fell in both 2012 and 2013, with 2.7% growth expected in 2014. The 2010 total will not be bettered until 2015. Excluding the booming Russian market, TV advertising in Eastern Europe will fall in 2012, 2013 and 2014. The 2011 total will only be surpassed in 2018.

From the $64.4 billion TV ad spend to be added between 2013 and 2020, $22.6 billion (35%) will come from the US, followed by an extra $7.9 billion from China, $3.7 billion from Brazil and $3.1 billion from Japan.

The US will remain the global TV advertising market leader by some way. China overtook Japan to take second place in 2013. TV ad spend will more than double in Brazil between 2010 and 2020, with Russia also nearly doubling. However, Italy, hit even harder by the recession, has dropped dramatically and will not recover to the 2010 total by 2020.

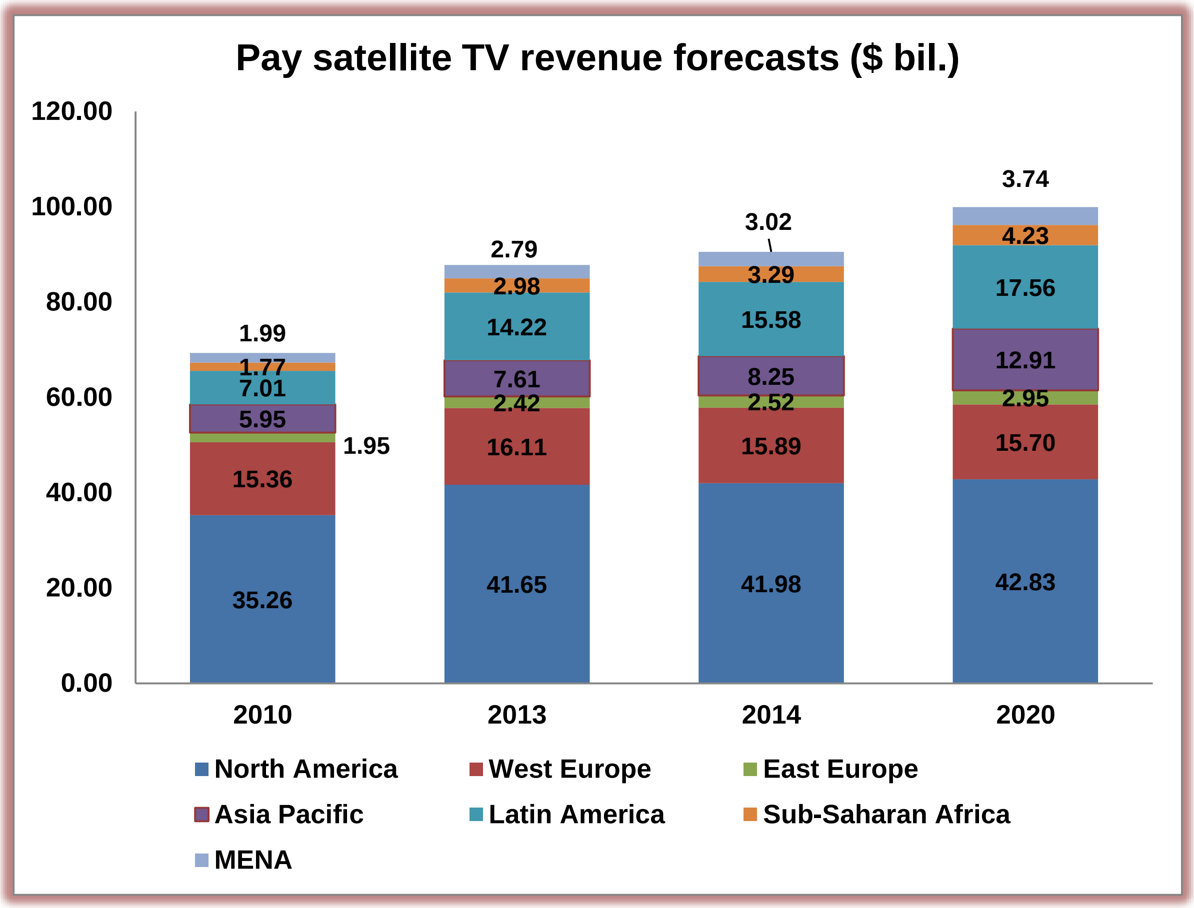
Multichannel TV advertising expenditure will nearly double to $67.5 billion between 2010 and 2020. The US will contribute $35.2 billion to the 2020 total, followed someway behind by the Pan-Arab channels with $5.5 billion.

Free-to-air TV advertising expenditure will increase by 34% between 2010 and 2020 to $168 billion.

Please click here for more information on the TV Advertising Forecasts report.

Satellite TV revenues to reach $100 billion

Satellite TV revenues for 138 countries will reach $99.9 billion in 2020, up from $87.8 billion in 2013 and $69.3 billion in 2010, according to a new report from Digital TV Research. Covering 138 countries, the **Global Satellite TV Forecasts** report estimates that Asia Pacific and Latin America will show strong growth. However, revenues will fall in Western Europe as competition from other platforms increases.



Source: Digital TV Research Ltd

Satellite TV revenues will overtake cable TV revenues in 2014. This means that satellite TV will account for 46.0% of total pay TV revenues in 2014, rising to 47.8% by 2020.

The US will remain the satellite TV market leader by revenues generated. India will add the most satellite TV revenues ($3.2 billion; tripling its total) between 2013 and 2020, followed by Brazil ($1.6 billion) and the US ($1.5 billion). Revenues will more than double in 44 countries.

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Top five countries by satellite TV revenues ($ million)			
2013		**2020**	
USA	39,034	USA	40,570
UK	6,124	Brazil	7,634
Brazil	6,084	UK	5,968
Mexico	3,762	India	4,704
Italy	3,367	Mexico	4,204

Source: Digital TV Research Ltd

Simon Murray, report author, said: "Satellite TV revenues will decline for 19 countries between 2013 and 2020. Much of this is due to greater competition forcing satellite TV platforms to offer cheaper packages which will lead to lower ARPUs. Furthermore, low-cost satellite TV packages are making a significant impact in several countries."

The number of pay satellite TV homes will reach 271 million by 2020, up from 192 million at end-2013 and 143 million at end-2010. From the 78.5 million pay satellite TV subscribers to be added between 2013 and 2020, India will provide 27.7 million, Brazil 5.8 million and Indonesia 5.4 million. The pay TV subscriber total will more than double in 47 countries. However, pay satellite TV subscriber totals will fall in 13 countries between 2013 and 2020.

Top five pay satellite TV countries by subscribers (000)			
2013		**2020**	
India	41,459	India	69,179
USA	34,310	USA	35,511
Russia	12,840	Russia	17,323
Brazil	11,281	Brazil	17,085
UK	9,693	Mexico	10,787

Source: Digital TV Research Ltd

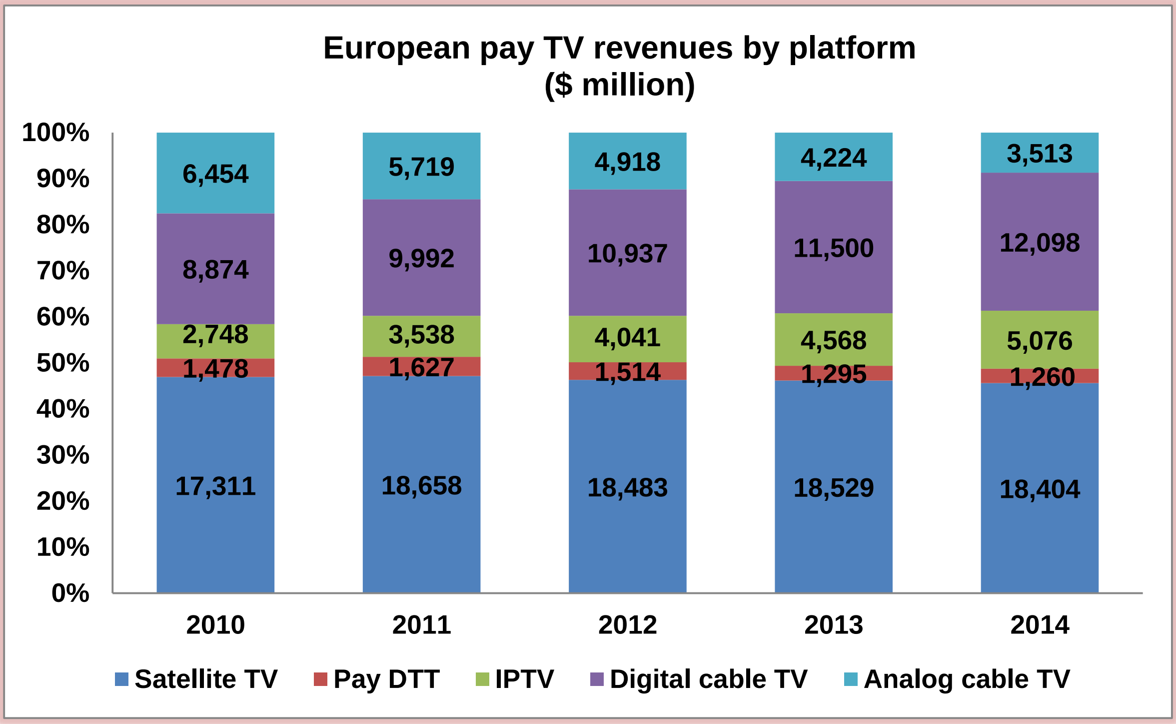
India will continue to lead the sector, with 69.2 million pay satellite TV homes in 2020. India overtook the US in 2012 to take top slot. Russia and Brazil will take third and fourth places respectively. These four countries will account for just over half the global total by 2020.

Including free-to-air and pay satellite TV households, 439 million homes will directly receive TV signals via satellite dishes by 2020, up by almost 100 million on the end-2013 figure. More than a quarter of global TV households will have a satellite TV dish by 2020, up from 18.3% in 2010 and 22.3% in 2013.

Please click here for more information on the Global Satellite TV Forecasts report.

European pay TV revenues flatten in 2014

European pay TV revenues will reach $40.35 billion in 2014, up from $36.87 billion in 2010, according to a new report from Digital TV Research. The **European Digital TV Databook** (covering 39 countries) reveals that the 2014 total will only increase by 0.6% on 2013 as ARPUs are hit by competition and the transition of subscribers to double-play and triple-play bundles (which result in higher overall ARPUs for operators but lower TV ARPUs).



Source: Digital TV Research Ltd

Satellite TV will contribute 45.6% of the pay TV revenues in 2014. However, satellite TV revenues are falling, partly due to greater competition but also due to the growth of cheaper packages, such as Tricolor in Russia, which force down prices for the whole country. Pay DTT revenues are also suffering. However, IPTV will record strong revenue growth. Digital cable revenue growth will compensate for the decline in analog cable revenues.

Pay TV revenues in Western Europe will increase by 5.9% from $31.9 billion in 2010 to $33.8 billion in 2014, with Eastern Europe up by 32.2% to $6.5 billion. The UK ($7.8 billion) and Germany ($4.6 billion) will lead pay TV revenues in 2014. Pay TV revenues in Germany will increase by $945 million between 2010 and 2014 and by $813 million in Russia (nearly double its 2010 total). However, revenues will fall in the Czech Republic, France, Malta, Romania and Spain over the same period.

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Top 10 pay TV countries in 2014					
Households (000)		Penetration (%)		Revenues ($ mil.)	
Russia	34.81	Netherlands	99.0	UK	7,845
Germany	22.81	Belgium	96.3	Germany	4,609
UK	16.09	Norway	95.6	France	4,525
France	13.04	Malta	94.5	Italy	4,010
Poland	10.91	Sweden	94.0	Netherlands	2,366
Italy	8.28	Denmark	92.0	Poland	1,823
Netherlands	7.34	Estonia	90.0	Spain	1,757
Romania	5.98	Hungary	89.6	Russia	1,699
Belgium	4.46	Finland	86.2	Belgium	1,572
Sweden	4.37	Switzerland	86.2	Sweden	1,551

Source: Digital TV Research Ltd

Pay TV subscriptions will increase from 154.5 million in 2010 to 171.6 million by end-2014. The Western European total will rise by only 4.0 million to 97.3 million, but Eastern Europe will climb by 13.1 million to 74.4 million. Adding 8.5 million subs between 2010 and 2014, Russia has had the most pay TV subscribers by country for some time. The number of pay TV subscribers will fall in the Czech Republic, France, Italy, Slovenia and Spain between 2010 and 2014.

Digital TV penetration will reach 81.9% of European TV households by end-2014; up from 60.0% at end-2010. Europe will have 240.3 million digital TV households by end-2014, up by 12.7 million during the year and up by 67.2 million since 2010. Free-to-air DTT is the most popular platform, although its growth is slowing. Pay satellite TV is in second place. Digital cable overtook analog cable in 2013 to take third place. The number of homes paying for IPTV will more than double between 2010 and 2014.

Russia will overtake the UK and France in 2014 to become the second largest digital TV nation. Eight countries will have 100% digital penetration by end-2014, but penetration will be lower than 60% of TV households in six countries. Digital TV penetration will more than double in nine countries between 2010 and 2014.

There will still be 53.3 million analog homes remaining at end-2014; down from 115.4 million at end-2010. From the 2014 total, 34.9 million will be analog cable and 18.4 million analog terrestrial. Only 10.8 million of the 2014 total will be in Western Europe, with the remaining 42.4 million in Eastern Europe. Russia alone will have 21.9 million analog homes by end-2014, with Germany and the Ukraine supplying 6.8 million and 7.9 million respectively.

Please click here for more information on the European Digital TV Databook,

Liberty Global subscriber growth by European country (000)								
(000)	Customer rels	RGUs	Analog cable subs	Digital cable subs	DTH subs	Total video	Internet subs	Telephony subs
Germany: Unitymedia KBW								
2011	6,932	10,384	4,769	1,984	0	6,752	1,800	1,832
2012	7,049	11,141	4,504	2,186	0	6,690	2,219	2,232
2013	7,070	11,699	4,367	2,235	0	6,601	2,580	2,518
Jun-14	7,099	11,949	4,327	2,258	0	6,585	2,743	2,621
UK: Virgin Media								
2013	4,909	12,262	0	3,750	0	3,750	4,376	4,136
Jun-14	4,913	12,294	0	3,734	0	3,734	4,416	4,145
Netherlands								
2006	2,201	3,151	1,695	502	0	2,197	566	389
2007	2,155	3,282	1,602	550	0	2,152	640	489
2008	2,047	3,299	1,396	648	0	2,044	683	572
2009	1,958	3,320	1,204	751	0	1,955	742	623
2010	1,895	3,470	998	894	0	1,892	844	735
2011	1,820	3,606	808	1,010	0	1,818	944	844
2012	1,732	3,686	652	1,078	0	1,730	1,025	931
2013	1,634	3,683	524	1,108	0	1,632	1,068	983
Jun-14	1,606	3,698	484	1,120	0	1,604	1,098	996
Switzerland								
2007	1,553	2,295	1,298	253	0	1,551	455	289
2008	1,557	2,351	1,209	347	0	1,556	486	309
2009	1,584	2,337	1,167	379	0	1,546	487	304
2010	1,555	2,358	1,056	465	0	1,520	510	327
2011	1,527	2,404	917	570	0	1,487	553	353
2012	1,486	2,464	843	606	0	1,449	595	421
2013	1,455	2,539	765	652	0	1,416	664	459
Jun-14	1,455	2,582	732	683	0	1,415	701	466
Austria								
2006	698	1,077	456	49	0	505	398	173
2007	759	1,186	491	60	0	550	442	194
2008	749	1,231	383	172	0	555	434	242
2009	722	1,259	308	233	0	541	430	287
2010	706	1,292	258	269	0	527	440	326
2011	681	1,304	209	302	0	511	445	349
2012	733	1,408	199	336	0	535	491	382
2013	643	1,305	181	343	0	524	432	348
Jun-14	649	1,330	168	355	0	523	447	360

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Liberty Global subscriber growth by European country (000)								
(000)	Customer rels	RGUs	Analog cable subs	Digital cable subs	DTH subs	Total video	Internet subs	Telephony subs
Ireland								
2006	599	651	397	199	0	595	55	0
2007	592	676	359	226	0	585	81	10
2008	555	667	304	233	0	537	102	28
2009	536	713	228	277	0	505	148	60
2010	534	786	173	317	0	490	199	96
2011	533	886	137	331	0	469	255	162
2012	539	989	109	338	0	446	304	238
2013	533	1,060	51	377	0	428	338	294
Jun-14	524	1,092	78	337	0	415	352	325
Hungary								
2006	1,019	1,255	736	0	171	907	209	139
2007	988	1,343	706	0	168	874	281	188
2008	963	1,404	594	79	183	856	322	226
2009	899	1,381	449	157	186	792	336	253
2010	890	1,417	335	248	190	772	369	276
2011	966	1,567	323	290	219	833	428	306
2012	1,030	1,760	307	327	243	877	487	397
2013	1,051	1,863	257	377	265	899	518	446
Jun-14	1,060	1,911	240	396	269	905	535	471
Romania								
2006	1,419	1,595	1,362	7	50	1,419	119	56
2007	1,338	1,616	1,185	37	115	1,338	182	96
2008	1,263	1,625	998	110	155	1,263	237	124
2009	1,250	1,668	838	231	181	1,250	267	151
2010	1,156	1,552	646	284	227	1,156	255	141
2011	1,143	1,608	508	352	283	1,143	281	184
2012	1,178	1,734	429	424	320	1,172	333	229
2013	1,188	1,843	364	478	341	1,183	381	279
Jun-14	1,158	1,862	329	515	307	1,151	407	305
Poland								
2006	1,059	1,276	1,006	0	0	1,006	206	64
2007	1,065	1,421	1,011	0	0	1,011	297	113
2008	1,084	1,556	941	79	0	1,021	388	147
2009	1,091	1,661	787	229	0	1,017	461	184
2010	1,096	1,770	650	371	0	1,021	525	225
2011	1,497	2,494	727	626	0	1,353	776	365
2012	1,472	2,616	546	756	0	1,302	855	459
2013	1,437	2,673	387	848	0	1,235	916	522
Jun-14	1,437	2,706	326	887	0	1,213	958	535

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Liberty Global subscriber growth by European country (000)								
(000)	Customer rels	RGUs	Analog cable subs	Digital cable subs	DTH subs	Total video	Internet subs	Telephony subs
Czech Rep								
2006	745	903	529	27	135	691	186	25
2007	776	1,032	446	124	129	699	249	83
2008	790	1,120	265	294	122	681	312	127
2009	779	1,164	152	380	104	636	362	166
2010	755	1,205	113	412	86	610	408	187
2011	741	1,212	82	422	81	585	432	195
2012	745	1,217	76	406	102	584	440	193
2013	726	1,189	82	379	107	568	440	181
Jun-14	714	1,177	86	372	104	562	440	174
Slovakia								
2006	305	335	283	0	20	302	32	0
2007	305	352	270	3	27	300	43	10
2008	299	364	231	29	32	292	53	20
2009	285	366	183	61	33	276	63	27
2010	273	367	139	85	38	262	71	34
2011	277	396	103	109	47	259	88	49
2012	288	426	84	124	54	263	104	59
2013	288	431	59	134	67	259	109	63
Jun-14	282	428	49	137	65	252	112	65
Telenet Belgium								
2006	-	-	1,378	226	0	1,604	729	455
2007	-	-	1,317	391	0	1,708	883	548
2008	2,403	4,017	1,729	674	0	2,403	985	629
2009	2,342	4,199	1,341	1,001	0	2,342	1,116	741
2010	2,274	4,316	1,032	1,242	0	2,274	1,227	815
2011	2,199	4,384	789	1,410	0	2,199	1,306	880
2012	2,123	4,479	549	1,574	0	2,123	1,388	969
2013	2,093	4,622	601	1,491	0	2,093	1,465	1,065
Jun-14	2,077	4,677	548	1,528	0	2,077	1,493	1,107
Total								
2008	11,710	17,634	8,050	2,665	492	11,208	4,002	2,424
2009	11,446	18,068	6,657	3,699	504	10,860	4,412	2,796
2010	11,134	18,533	5,400	4,587	541	10,524	4,848	3,162
2011	18,316	30,245	9,372	7,406	630	17,409	7,308	5,519
2012	18,375	31,920	8,298	8,155	719	17,171	8,241	6,510
2013	23,027	45,169	7,638	12,172	780	20,588	13,287	11,294
Jun-14	22,974	45,706	7,367	12,322	745	20,436	13,702	11,570
Source: Liberty Global								

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UK digital TV data

BARB's TV platform universes (000)

Year-end	TV HH	Digital Satellite	Digital Cable	Digital Terres	Total Digital	Analog Cable	Analog Satellite	Analog Terres	Total analog
2003	24,612	6,785	2,326	2,075	10,961	951	161	12,576	13,688
2004	24,852	7,146	2,599	4,216	13,526	764	131	10,525	11,420
2005	25,164	7,815	2,703	6,363	16,162	594	117	8,349	9,060
2006	25,319	8,320	2,933	8,831	18,226	368	117	6,682	7,167
2007	25,633	8,752	3,274	12,017	21,104	131	108	4,357	4,596
2008	25,931	9,332	3,442	14,008	22,294	143	108	3,460	3,711
2009	25,950	10,262	3,664	16,882	23,831	119	108	1,909	2,136
2010	26,224	11,012	3,997	18,376	24,574	25	108	1,557	1,690
2011	26,201	11,509	3,822	20,075	25,711	0	0	490	490
2012	26,452	11,462	4,029	19,633	26,452	0	0	0	0
2013	26,197	11,429	4,137	19,327	26,197	0	0	0	0

Source: BARB

BSkyB operational highlights

	2009	2010	2011	2012	2013	2014
TV subscribers (000)	-	-	10,187	10,288	10,422	10,686
DTH subscribers (000)	9,442	9,860	10,187	10,288	-	-
HD subscribers (000)	1,313	2,939	3,822	4,343	4,786	5,242
Multiroom subs (000)	1,835	2,121	2,250	2,402	2,489	2,559
Broadband subs (000)	2,203	2,624	3,335	4,001	4,906	5,247
Telephony subs (000)	1,850	2,367	3,101	3,768	4,501	4,982
Connected HD boxes (000)	-	-	-	995	2,709	5,662
Sky Go registered users (000)	-	-	-	3,500	4,630	5,504
ARPU (£)	464	508	538	541	569	576
Annualized churn (%)	10.3%	10.5%	10.4%	9.9%	10.9%	10.7%
Triple-play %			27.0%	32.0%	35.0%	37.0%
Wholesale homes (000)	3,160	3,271	3,522	3,672	3,677	4,041

Note: Financial year ends June of the year indicated.

Source: BSkyB

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UK digital TV data

Virgin Media operating highlights

	2009	2010	2011	2012	2013	2Q14
TV subscribers (000)	3,694	3,779	3,763	3,796	3,750	3,734
DVR subscribers (000)	862	1,280				
TiVo subscribers (000)			435	1,332	2,000	2,300
Cable broadband subs (000)	3,838	4,011	4,103	4,272	4,376	4,416
Cable telephony subs (000)	4,147	4,162	4,133	4,179	4,136	4,145
Double-play subs (000)	1,183	1,103	1,070	1,004	18.5%	18.0%
Triple-play sub (000)	2,886	3,024	3,062	3,174	65.7%	66.1%
Cable RGUs (000)	11,678	11,952	11,999	12,247	12,262	12,294
Cable customers (000)	4,724	4,800	4,806	4,894	4,909	4,913
Cable products per customer	2.47	2.49	2.50	2.50	2.50	2.50
Monthly ARPU* (£)	£45.28	£47.51	£47.85	£48.87	£48.21	£49.95

***For final quarter of year. Across TV, broadband and telephony**

Source: Virgin Media

BT Vision installed base (000)

Jun-07	15
Dec-07	120
Dec-08	376
Dec-09	451
Dec-10	545
Dec-11	679
Dec-12	770
Dec-13	956
Jun-14	1,007

Source: BT

TalkTalk operating data (000)

	Broadband subs	TV subs
Dec-12	3,840	80
Mar-13	3,870	230
Jun-13	3,894	390
Sep-13	3,928	557
Dec-13	4,035	732
Mar-14	4,060	917
Jun-14	4,083	1,102

Source: TalkTalk

UK digital TV data

BBC i-player requests by device (million)

	Mobile	Tablets	Computers	Game consoles	TV operators	Others	Total
2011	104	39	1,292	110	307	59	1,911
2012	249	193	1,289	120	312	148	2,311
2013	472	524	1,331	118	365	267	3,076

Source: BBC

Netflix to breach 100 million international subs

At last week's CTAM Eurosummit in Copenhagen, Reed Hastings, CEO of Netflix, stated that Netflix expected to achieve penetration of a third of homes seven years after launch.

Extrapolating from this projection, Digital TV Research estimates that Netflix is aiming for 104 million international subscribers by 2020 - and this is just for the countries where it has already launched.

Netflix international subscribers by country in 2020 (000)				
Country	**Start date**	**Subscribers (000)**	**TV households (000)**	**Subs/TVHH**
Argentina	Oct-11	4,245	12,128	35%
Austria	Sep-14	1,103	3,678	30%
Belgium	Sep-14	1,422	4,739	30%
Brazil	Oct-11	24,408	69,736	35%
Canada	Sep-10	5,383	14,952	36%
Chile	Oct-11	1,979	5,655	35%
Colombia	Oct-11	4,813	13,752	35%
Denmark	Oct-12	870	2,559	34%
Finland	Oct-12	856	2,518	34%
France	Sep-14	8,298	27,659	30%
Germany	Sep-14	11,325	37,750	30%
Ireland	Jan-12	572	1,635	35%
Luxembourg	Sep-14	71	237	30%
Mexico	Oct-11	10,605	30,300	35%
Netherlands	Sep-13	2,507	7,596	33%
Norway	Oct-12	776	2,282	34%
Other Lat Am	Oct-11	12,283	35,095	35%
Sweden	Oct-12	1,620	4,766	34%
Switzerland	Sep-14	1,308	4,360	30%
UK	Jan-12	9,495	27,128	35%
International		**103,939**	**308,525**	**34%**
Source: Digital TV Research				