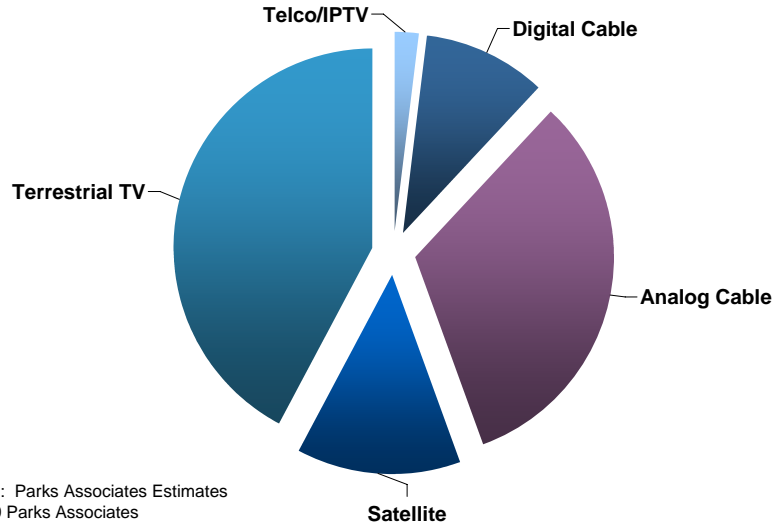


**Synopsis**

This report analyzes the growth prospects for different TV services around the world, including the impact of the global recession on consumer adoption and spending. It examines features most likely to give companies a competitive edge, including efforts to combine Internet content and the TV as well as local issues affecting regional adoption and offerings. It also includes global forecast for television services through 2013.

**Television Services Worldwide**

**Global Television Services Market Share  
(EOY 2008 By Technology Type)**



**Publish Date:** 2Q 09

"Terrestrial television is still a major source for viewers in many of the major Western European markets including France, Italy, Spain, and the U.K.," said Jayant Dasari, research analyst, Parks Associates. "Almost 44% of the television viewership in these markets relies on terrestrial services. Digital Terrestrial Television (DTT) will continue to play an important role in the TV market in Europe over the next five to ten years."

**Contents**

- 1.0 Notes on Methodology and Report Focus**
  - 1.1 Key Questions Addressed
  - 1.2 Sources of Data
  - 1.3 Definitions and Descriptions
  - 1.4 Glossary of Terms
- 2.0 TV Services: A Global Overview**
- 3.0 TV Services – Updates by Region**
  - 3.1 Asia-Pacific
  - 3.2 Europe
  - 3.3 United States
- 4.0 Television Services: The Consumer Perspective**
  - 4.1 Impact of Current Economic Conditions
  - 4.2 Shift in Viewing Habits
  - 4.3 Key Trends in Television Services
    - 4.3.1 Video-on-Demand - Driving Customer Satisfaction
    - 4.3.2 Broadband Video – Complementing Primetime Television
    - 4.3.3 iTV Applications – Enabling The Viewer
  - 4.4 Recommendations for Industry Players
    - 4.4.1 Customer Support – Realize More than Customer Satisfaction
    - 4.4.2 Content Management – Enable the Consumer

4.4.3 Advertising – Take a Local Approach

**5.0 Global Forecasts**

**Figures**

Regulatory Authorities and Industry Consortium References  
2008 Television Services Market Share  
2007 Global Television Market Share  
Global Television Households  
Market Share by Technology Type: Asia-Pacific  
Digital Television Subscribers in Asia  
Leading IPTV Providers in Asia  
Television Services by Country – Asia-Pacific  
Television Services Market Share – Europe  
Leading Telco/IPTV Providers in Europe  
Digital Television Subscribers – Europe  
Leading Cable Operators in Europe  
Television Services in Major European Countries  
Television Services Market Share - U.S.  
Digital Television Subscribers - U.S.  
Verizon and AT&T Subscribers  
Quarterly Subscriber Additions - Verizon and AT&T  
Leading Cable Operators in the U.S.  
Reductions in Household Spending  
Likelihood of Canceling Service  
Shift in Viewing Habits  
Most Desired TV Features  
Video-on-Demand Usage  
Video-on-Demand Driving Customer Satisfaction  
TV Features Most Important to European Broadband Households  
Reasons for Streaming Online TV Shows  
Broadband Television Complementing Primetime  
Television Services Forecast Methodology  
Global Telco/IPTV Subscriber Forecast - By Region  
Global Satellite Television Subscribers - By Region  
Global Terrestrial Television Subscribers Forecast - By Region

**Attributes**

Parks Associates  
5310 Harvest Hill Road  
Suite 235  
Lock Box 162  
Dallas TX 75230-5805

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Jayant Dasari  
Executive Editor: Tricia Parks & Stuart Sikes  
Published by Parks Associates

© April 2009 Parks Associates  
Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.