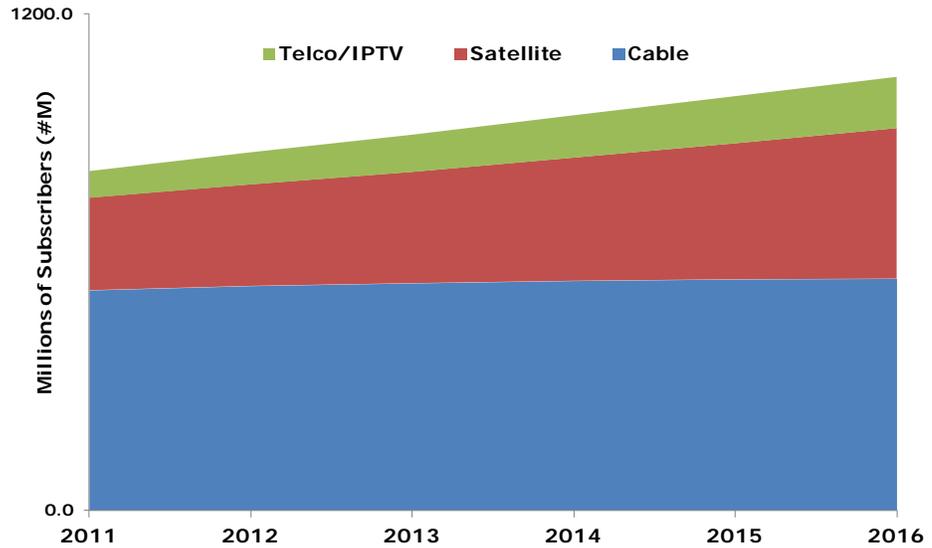


**Synopsis**

This report analyzes global markets for consumer TV services around the world, including terrestrial, cable, satellite/DTH, and IPTV services. It examines service provider activities and trends in developed and emerging regions, competitive positioning, and changing regulations. The report includes forces that impact current offerings, including OTT video services, multiscreen services, VOD, and many others. The report also includes global forecasts for television services through 2016.

**Changes in Market Share**

**Forecast: Global Pay-TV Households**



Source: *Television Services: Global Outlook (3rd Edition)*  
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“Economic, technological, and competitive forces have impacted the television services market like never before,” said Brett Sappington, director, research, Parks Associates. “While developed markets in North America and Western Europe are pushing advanced TV services to stave off competition and loss of subscribers, emerging markets in Latin America, Eastern Europe, and Asia are seeing high levels of pay-TV growth. Several trends are becoming evident across markets. New opportunities are available to those service and solution providers who know how to find and leverage them.”

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