

AUDIOVISUAL EQUIPMENT AND COMMUNICATION TECHNOLOGY¹

COUNTRY	TV FLAT SCREEN (IN % OF TVHH)	TV HIGH DEFINITION (IN % OF TVHH)	PC (IN % OF HH)	MOBILE (IN % OF POP.) ²	BROADBAND (IN % OF HH)
AUSTRIA	63.3%	49.8%	76.4%	144.1%	52.7%
BELARUS	n.a.	n.a.	n.a.	n.a.	n.a.
BELGIUM	64.6%	56.2%	71.6%	121.5%	64.3%
BULGARIA	39.1%	22.0%	36.2%	n.a.	33.3%
CROATIA	43.7%	25.7%	67.0% ³	136.7% ⁴	42.0% ³
CYPRUS	55.6%	31.9%	60.9%	n.a.	51.2%
CZECH REPUBLIC	42.8%	36.6%	57.6%	135.6%	59.8%
DENMARK	63.3%	51.0%	89.0%	139.7%	73.3%
ESTONIA	41.8%	33.7%	68.2%	n.a.	52.8%
FINLAND	59.7%	51.8%	80.5%	157.1%	57.1%
FRANCE	63.5%	55.0%	66.8%	93.6%	64.4%
GERMANY	48.2%	38.8%	79.2%	140.7%	56.7%
GREECE	55.1%	38.7%	49.0%	155.9%	44.7%
HUNGARY	41.4%	34.2%	65.3%	114.5%	53.2%
IRELAND	63.9%	55.3%	76.2%	131.8%	56.5%
ITALY	58.5%	45.3%	56.5%	158.6%	48.7%
LATVIA	32.0%	23.2%	63.3%	n.a.	50.6%
LITHUANIA	37.0%	21.2%	57.4%	n.a.	55.5%
LUXEMBOURG	n.a.	n.a.	88.0% ⁵	>100.0% ⁵	82.0% ⁵
MACEDONIA	28.4%	21.2%	n.a.	n.a.	n.a.
NETHERLANDS	67.3%	58.5%	92.0%	124.5%	72.1%
NORWAY	63.9%	51.5%	89.0%	124.5%	76.0%
POLAND	43.9%	37.1%	59.5%	116.5%	35.5%
PORTUGAL	45.6%	32.2%	59.0%	162.9%	49.2%
ROMANIA	37.6%	21.3%	43.9%	n.a.	33.4%
RUSSIA	23.0%	5.9%	39.0%	153.7%	24.5%
SERBIA	38.6%	21.7%	n.a.	n.a.	n.a.
SLOVAKIA	45.5%	39.5%	73.2%	109.6%	33.2%
SLOVENIA	47.5%	41.4%	70.3%	89.5%	60.2%
SPAIN	65.8%	53.9%	67.9%	119.9%	52.6%
SWEDEN	63.6%	54.9%	85.3%	136.3%	63.3%
SWITZERLAND	64.0%	47.0%	85.3%	121.1%	72.6%
TURKEY	21.1%	15.3%	35.2%	84.9%	33.2%
UKRAINE	23.9%	18.7%	n.a.	n.a.	n.a.
UNITED KINGDOM	78.4%	69.0%	79.9%	129.2%	67.1%
TOTAL EUROPE	42.7%⁶	33.2%⁶	62.1%⁷	129.0%⁸	48.8%⁷
EU 26⁹	54.6%¹⁰	45.5%¹⁰	69.4%	129.0%¹¹	55.6%
JAPAN	76.9%	64.4%	87.0%	94.4%	56.8%
UNITED STATES	69.6%	61.4%	78.5%	98.5%	68.3%

¹Since all data are from Screen Digest, this year's data are not comparable to last year's (2009 data was surveyed by local institutes). ²Figure is calculated on the number of private mobile phone contracts, in reference to the total population. One person can have more than one contract. ³Source: RTL Televizija; ⁴Source: ITU; ⁵Figure from 2009; Source: Staterc; ⁶Weighted average without Belarus and Luxembourg; ⁷Weighted average without Belarus, Macedonia, Serbia and Ukraine; ⁸Weighted average without Belarus, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Macedonia, Romania, Serbia and Ukraine; ⁹Weighted average without Malta; ¹⁰Weighted average without Luxembourg; ¹¹Weighted average without Bulgaria, Cyprus, Estonia, Latvia, Lithuania and Romania
Source: Screen Digest