

DIGITAL TELEVISION¹

COUNTRY	TV HH (IN 000)	ANY DIGITAL (IN % OF TVHH)	IP TV (IN % OF TVHH)	DIGITAL CABLE (IN % OF TVHH)	DIGITAL SATELLITE (IN % OF TVHH)	DIGITAL TERRESTRIAL (IN % OF TVHH)	ONLY ANALOGUE TERRESTRIAL (IN % OF TVHH)
AUSTRIA	3 495	84.8%	4.3%	23.2%	52.2%	5.1%	1.0% ²
BELARUS	3 561	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
BELGIUM	4 909	46.9%	16.4%	28.1%	7.3%	1.5%	0.2%
BULGARIA	3 030	36.4%	0.6%	12.1%	23.6%	0.0%	32.3%
CROATIA	1 440	90.2%	20.7%	3.6%	32.0%	33.9%	0.0%
CYPRUS	261	28.9%	24.1%	1.1%	3.8%	0.0%	62.6%
CZECH REPUBLIC	4 473	79.9%	4.7%	13.3%	39.6%	22.4%	8.9%
DENMARK	2 532	65.0%	9.4%	28.2%	14.2%	13.3%	0.0%
ESTONIA	573	62.9%	20.0%	5.1%	13.7%	24.2%	0.0%
FINLAND	2 356	100.0%	2.0%	58.6%	8.0%	31.4%	0.0%
FRANCE	26 332	92.4%	21.0%	7.7%	29.8%	58.6%	0.6%
GERMANY	35 860	56.9%	3.0%	12.1%	33.8%	4.5%	0.0%
GREECE	3 639	41.6%	6.1%	0.0%	14.5%	20.9%	58.4%
HUNGARY	3 977	47.0%	3.6%	13.0%	26.2%	4.1%	7.1%
IRELAND	1 521	85.4%	1.8%	32.9%	48.3%	2.5%	11.4%
ITALY	23 111	93.0%	2.9%	0.0%	28.5%	61.6%	7.0%
LATVIA	821	68.9%	17.1%	7.5%	11.5%	32.7%	0.0%
LITHUANIA	1 256	32.9%	6.5%	5.5%	9.9%	11.0%	37.8%
LUXEMBOURG ³	172	65.1%	1.7%	34.9%	26.2%	2.3%	0.0%
MACEDONIA	510	27.0%	5.3%	1.7%	1.5%	18.5%	39.8%
NETHERLANDS	7 290	67.5%	6.1%	40.8%	9.7%	11.0%	0.0%
NORWAY	2 140	83.8%	8.0%	21.9%	36.4%	17.5%	0.0%
POLAND	14 239	66.2%	1.3%	8.0%	56.4%	0.4%	8.6%
PORTUGAL	3 810	79.7%	16.7%	27.5%	21.6%	13.8%	9.7%
ROMANIA	6 938	40.3%	0.5%	5.4%	34.4%	0.0%	18.9%
RUSSIA	48 803	22.4%	1.1%	2.3%	18.6%	0.5%	45.3%
SERBIA	2 441	16.9%	1.1%	2.2%	13.6%	0.0%	46.1%
SLOVAKIA	2 193	49.3%	5.6%	6.4%	35.1%	2.3%	18.0%
SLOVENIA	690	74.0%	27.4%	9.5%	8.6%	28.4%	0.0%
SPAIN	16 020	98.4%	5.4%	7.7%	14.8%	70.5%	0.0%
SWEDEN	4 490	69.0%	10.9%	19.6%	18.7%	17.5%	0.0%
SWITZERLAND	3 131	52.0%	12.7%	27.0%	9.3%	3.0%	0.0%
TURKEY	16 474	55.8%	0.0%	1.2%	54.6%	0.0%	37.3%
UKRAINE	16 654	9.0%	0.2%	3.2%	16.3%	0.1%	75.0%
UNITED KINGDOM	26 200	94.3%	2.1%	14.5%	39.4%	38.3%	5.6%
TOTAL EUROPE	295 342	55.0%⁴	4.7%⁴	8.9%⁴	23.0%⁴	20.3%⁴	10.3%⁴
EU 26⁵	200 188	72.3%⁴	6.1%⁴	11.7%⁴	28.2%⁴	29.0%⁴	3.9%⁴
JAPAN	53 096	96.0%	3.8%	49.1%	30.1%	13.1%	3.0%
UNITED STATES	114 900	83.9%	6.0%	39.5%	29.2%	9.1%	0.0%

¹Since all data, except for the TV Households figures, are from Screen Digest, this year's data are not comparable to last year's (2009 data was surveyed by local institutes). ²Households which receive terrestrial free-to-air channels via cable; ³Data from 2009; ⁴Weighted average without Belarus; ⁵Without Malta
Source: Screen Digest, local institutes, MAVISE