

POPULATION AND AUDIOVISUAL EQUIPMENT¹

COUNTRY	POPULATION (IN 000)	HOUSEHOLDS (IN 000)	TV HH (IN % OF HH)	TV HH (IN 000)	DVD PLAYER/RECORDER (IN % OF TVHH)	DVR (IN % OF TVHH)	BLU-RAY PLAYER (IN % OF TVHH)
AUSTRIA	8 214	3 567	98.0%	3 495	74.9%	3.1%	8.6%
BELARUS	9 613	3 716 ²	95.6% ³	3 561	n.a.	n.a.	n.a.
BELGIUM	10 423	4 999	98.2%	4 909	77.1%	23.8%	2.7%
BULGARIA	7 149	2 922	98.7%	3 030	n.a.	0.0%	n.a.
CROATIA	4 487	1 477	99.3%	1 440	58.1%	0.0%	0.3%
CYPRUS	803	277	100.0%	261	n.a.	0.0%	n.a.
CZECH REPUBLIC	10 202	4 149	98.2%	4 473	62.9%	0.4%	0.7%
DENMARK	5 516	2 573	97.0%	2 532	92.2%	17.9%	4.8%
ESTONIA	1 291	549	97.1%	573	n.a.	4.8%	n.a.
FINLAND	5 255	2 487	90.0%	2 356	57.9%	16.4%	2.6%
FRANCE	64 768	26 733	98.5%	26 332	77.9%	9.8%	3.9%
GERMANY	82 283	40 188	95.8%	35 860	75.1%	12.9%	3.4%
GREECE	10 750	3 780	98.0%	3 639	54.8%	1.2%	4.9%
HUNGARY	9 992	4 079	97.5%	3 977	59.0%	2.0%	2.4%
IRELAND	4 623	1 653	96.4%	1 521	97.7%	4.8%	3.3%
ITALY	58 091	24 641	97.5%	23 111	95.7%	2.3%	2.2%
LATVIA	2 218	889	96.3%	821	n.a.	10.5%	n.a.
LITHUANIA	3 545	1 357	98.7%	1 256	n.a.	0.1%	n.a.
LUXEMBOURG ²	502	172	100.0%	172	n.a.	n.a.	n.a.
MACEDONIA	2 072	564	98.7%	510	n.a.	0.0%	n.a.
NETHERLANDS	16 783	7 386	98.7%	7 290	90.0%	2.6%	7.6%
NORWAY	4 676	2 171	100.0% ²	2 140	89.8%	19.2%	9.6%
POLAND	38 464	14 388	96.6%	14 239	47.4%	0.8%	2.7%
PORTUGAL	10 736	3 651 ²	99.3%	3 810	86.5%	29.5%	2.3%
ROMANIA	21 959	7 320	97.2%	6 938	n.a.	0.6%	n.a.
RUSSIA	139 390	52 561	99.0%	48 803	69.5%	0.0%	0.2%
SERBIA	7 345	2 464	97.6%	2 441	n.a.	0.5%	n.a.
SLOVAKIA	5 470	1 757	99.3%	2 193	n.a.	5.3%	n.a.
SLOVENIA	2 003	747	98.8%	690	n.a.	8.8%	n.a.
SPAIN	46 506	16 743	95.7%	16 020	79.1%	2.1%	2.6%
SWEDEN	9 074	4 670	100.0%	4 490	84.0%	7.6%	5.4%
SWITZERLAND	7 623	3 399	92.1%	3 131	11.0% ⁴	19.0%	2.0% ⁴
TURKEY	77 804	17 553	99.0%	16 474	n.a.	0.8%	n.a.
UKRAINE	62 348	17 063	97.6%	16 654	n.a.	0.4%	n.a.
UNITED KINGDOM	45 416	27 100	96.7%	26 200	91.8%	55.4%	8.4%
TOTAL EUROPE	797 394	309 745	97.5%	295 342	76.1%⁵	9.5%⁶	3.3%⁵
EU 26⁷	482 036	208 777	97.1%	200 188	78.9%⁸	13.3%⁹	4.1%⁸
JAPAN	126 804	53 363	99.5%	53 096	48.0%	8.7%	18.1%
UNITED STATES	310 233	116 170	98.9%	114 900	82.0%	11.9%	14.6%

¹Since all data for DVD Player/Recorder, DVR and Blu-ray Player are from Screen Digest, this year's data are not comparable to last year's (2009 data was surveyed by local institutes). ²Data from 2009; ³Data from 2002; ⁴Recorder only; ⁵Weighted average without Belarus, Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Luxembourg, Macedonia, Romania, Serbia, Slovakia, Slovenia, Turkey and Ukraine. ⁶Weighted average without Belarus and Luxembourg; ⁷Without Malta; ⁸Weighted average without Bulgaria, Cyprus, Estonia, Latvia, Lithuania, Luxembourg, Romania, Serbia, Slovakia, Slovenia, Turkey and Ukraine; ⁹Weighted average without Luxembourg
Source: Screen Digest, CIA World Factbook, IP NETWORK, local institutes