

Cable and Satellite Television

COUNTRY	TV HOUSEH. (in 000)	CABLE SUB (in 000)	SATELLITE ¹ (in 000)	CABLE SUB in %	SATELLITE ¹ in %	ONLY ANAL. TERR. in %
AUSTRIA	3 406	1 345	1 659	39.5%	48.7%	9.8%
BELARUS	3 571	678	286 ^{2,3}	19.0%	8.0% ^{2,3}	n.a.
BELGIUM	4 735	4 503	393 ³	95.1%	8.3% ³	2.0%
BULGARIA	2 899	1 792	275	61.8%	9.5%	29.7%
CROATIA	1 440	177	330	12.3%	22.9%	65.5%
CYPRUS	261	3	50 ³	1.0%	19.0% ³	n.a.
CZECH REPUBLIC	3 961	923	630	23.3%	15.9%	51.3%
DENMARK	2 457	710	1 253	28.9%	51.0%	n.a.
ESTONIA	565	307	32 ³	54.4%	5.7% ³	32.8%
FINLAND	2 265	1 042	181	46.0%	8.0%	0.0%
FRANCE	25 130	2 639	4 775 ³	10.5%	19.0% ³	34.0%
GERMANY	34 990	18 650	14 941 ³	53.3%	42.7% ³	0.3%
GREECE	3 411 ⁴	14	171 ³	0.4%	5.0% ³	n.a.
HUNGARY	3 922	2 283	545	58.2%	13.9%	25.8%
ICELAND	116 ⁵	10	13 ³	9.0%	11.0% ³	41.0%
IRELAND	1 491	596	447 ³	40.0%	30.0% ³	32.0%
ITALY	23 105	139 ⁶	4 875	0.6% ⁶	21.1%	63.6%
LATVIA	821	435	89	53.0%	10.9%	36.1%
LITHUANIA	1 338	624	n.a.	46.6%	n.a.	53.4%
LUXEMBOURG	172	119 ⁷	51	69.2% ⁷	29.7%	0.0%
MACEDONIA	491	256 ⁴	39 ³	52.1% ⁴	8.0% ^{3,4}	39.5% ⁴
NETHERLANDS	7 191	5 659	575 ³	78.7%	8.0% ³	1.7%
NORWAY	2 037	1 019	611 ³	50.0%	30.0% ³	14.0%
POLAND	13 543	4 821	2 858	35.6%	21.1%	45.5%
PORTUGAL	3 493	1 586	210	45.4%	6.0%	50.6%
ROMANIA	6 763	5 180 ⁴	250 ⁴	76.6% ⁴	3.7% ⁴	18.5% ⁴
RUSSIA	50 000 ⁵	8 950 ⁵	6 450 ⁵	17.9%	12.9%	78.8%
SERBIA	2 427	845	163	34.8%	6.7%	60.1%
SLOVAKIA	1 615	669	308	41.4%	19.1%	48.0% ⁸
SLOVENIA	680	440	67	64.7%	9.9%	25.4%
SPAIN	15 821	1 724	3 259	10.9%	20.6%	61.5%
SWEDEN	4 557	2 579	838 ³	56.6%	18.4% ³	0.0%
SWITZERLAND	3 137	2 472	339 ³	78.8%	10.8% ³	4.9%
TURKEY	16 685	1 351	8 860 ⁹	8.1%	53.1% ⁹	41.8%
UKRAINE	16 605	4 483 ¹⁰	1 328 ^{3,10}	27.0% ¹⁰	8.0% ^{3,10}	66.2% ¹⁰
UNITED KINGDOM	25 485	3 466	8 843	13.6%	34.7%	16.1%
Total Europe	290 586	73 539	59 544¹¹	28.4%	22.8%¹¹	40.5%¹²
EU 26¹³	194 077	62 248	47 575¹¹	32.1%	24.7%¹¹	28.4%¹²
JAPAN	51 454	20 633	43 736 ³	40.1%	85.0% ³	n.a.
UNITED STATES	112 798	68 807	30 455	61.0%	27.0%	n.a.

¹Private and collective dish; ²For urban population; ³Satellite privat dish only; ⁴Data from 2006; ⁵Estimate; ⁶Data from 2005; ⁷Cable households without satellite equipment; ⁸Data from the last quarter of 2007; ⁹Excluding Digiturk; ¹⁰Data not comparable to the previous year due to new target group; Data for all population; ¹¹Average without Lithuania; ¹²Average without Belarus, Cyprus, Denmark and Greece; ¹³Without Malta

Source: IP NETWORK, local institutes