

## Cable and Satellite Television

COUNTRY	TV HOUSEH. (in 000)	CABLE SUB (in 000)	SATELLITE <sup>1</sup> (in 000)	CABLE SUB in %	SATELLITE <sup>1</sup> in %	ONLY ANAL. TERR. in %
AUSTRIA	3 438	1 437	1 709	41.8%	49.7%	4.1%
BELARUS	3 535	771	293 <sup>2,3</sup>	21.8%	8.3% <sup>2,3</sup>	n.a.
BELGIUM	4 831	4 396	367 <sup>3</sup>	91.0%	7.6% <sup>3</sup>	1.0% <sup>4</sup>
BULGARIA	2 890	1 734	494	60.0%	17.1%	25.1%
CROATIA	1 440	181	336	12.6%	23.3%	61.7%
CYPRUS	263	3	47 <sup>3</sup>	1.0%	18.0% <sup>3</sup>	60.0%
CZECH REPUBLIC	3 966	924	631	23.3%	15.9%	39.0% <sup>5</sup>
DENMARK	2 486	796	1 154	32.0%	46.4%	n.a.
ESTONIA	570	317	50 <sup>3</sup>	55.7%	8.7% <sup>3</sup>	21.3%
FINLAND	2 236	1 073	112	48.0%	5.0%	0.0%
FRANCE	25 516	2 450	3 980 <sup>3</sup>	9.6%	15.6% <sup>3</sup>	22.0%
GERMANY	34 260	17 575	15 109 <sup>3</sup>	51.3%	44.1% <sup>3</sup>	0.0%
GREECE	3 411	14	171 <sup>3</sup>	0.4%	5.0% <sup>3</sup>	n.a.
HUNGARY	3 965	2 427	619 <sup>3</sup>	61.2%	15.6% <sup>3</sup>	21.3%
ICELAND	119	48	13 <sup>3</sup>	40.0%	11.0% <sup>3</sup>	41.0%
IRELAND	1 540	554	570 <sup>3</sup>	36.0%	37.0% <sup>3</sup>	28.0%
ITALY	23 240	0	6 786	0.0%	29.2%	53.9%
LATVIA	823	463	129	56.2%	15.7%	33.1%
LITHUANIA	1 340	586	66	43.7%	4.9%	51.4%
LUXEMBOURG	171	116	51	67.8%	29.8%	0.0%
MACEDONIA	459	241 <sup>6</sup>	57 <sup>3</sup>	52.4% <sup>6</sup>	12.5% <sup>3,6</sup>	37.3% <sup>6</sup>
NETHERLANDS	7 126	5 181	556 <sup>3</sup>	72.7%	7.8% <sup>3</sup>	0.0%
NORWAY	2 105	1 010	653 <sup>3</sup>	48.0%	31.0% <sup>3</sup>	3.0%
POLAND	13 759	4 485	3 839	32.6%	27.9%	42.2%
PORTUGAL	3 490	1 469	206	42.1%	5.9%	44.6%
ROMANIA	7 100	4 998	1 541 <sup>3</sup>	70.4%	21.7% <sup>3</sup>	9.6%
RUSSIA	50 000 <sup>5</sup>	13 900	1 500 <sup>3</sup>	27.8%	3.0% <sup>3</sup>	77.7%
SERBIA	2 427	930	165	38.3%	6.8%	55.6%
SLOVAKIA	1 615	680	359	42.1%	22.2%	43.0%
SLOVENIA	678	416 <sup>7</sup>	53	61.4% <sup>7</sup>	7.8%	26.9%
SPAIN	16 019	2 483	4 325	15.5%	27.0%	36.7%
SWEDEN	4 591	2 410	776	52.5%	16.9%	0.0%
SWITZERLAND	3 098	2 506	421 <sup>3</sup>	80.9%	13.6% <sup>3</sup>	2.8%
TURKEY	16 685	1 351 <sup>8</sup>	8 860 <sup>8,9</sup>	8.1% <sup>8</sup>	53.1% <sup>8,9</sup>	57.4%
UKRAINE	16 649	5 028	1 698	30.2%	10.2%	59.1%
UNITED KINGDOM	25 778	3 609	9 564	14.0%	37.1%	12.8%
<b>Total Europe</b>	<b>291 619</b>	<b>86 562</b>	<b>67 256</b>	<b>29.7%</b>	<b>23.1%</b>	<b>36.2%<sup>10</sup></b>
<b>EU 26<sup>11</sup></b>	<b>195 102</b>	<b>60 596</b>	<b>53 260</b>	<b>31.1%</b>	<b>27.3%</b>	<b>21.8%<sup>12</sup></b>
JAPAN	52 168	21 650	35 892 <sup>3</sup>	41.5%	68.8% <sup>3</sup>	n.a.
UNITED STATES	114 500	71 105	32 175 <sup>3</sup>	62.1%	28.1% <sup>3</sup>	10.5%

<sup>1</sup>Private and collective dish; <sup>2</sup>Data for population 16+ in main cities; <sup>3</sup>Satellite private dish only; <sup>4</sup>IPB estimate at year-end 2008; <sup>5</sup>IP NETWORK estimate; <sup>6</sup>In % of population; <sup>7</sup>Includes IPTV and cable via satellite; <sup>8</sup>Data from 2007; <sup>9</sup>Excluding Digiturk and D-Smart; <sup>10</sup>Average without Belarus, Denmark and Greece; <sup>11</sup>Without Malta; <sup>12</sup>Average without Denmark and Greece

Source: IP NETWORK, local institutes