

CABLE AND SATELLITE TELEVISION						
Country	TV Househ. (in 000)	Cable (in 000)	Satellite ¹ (in 000)	Cable	Satellite ¹	Only Anal. Terr.
AUSTRIA	3 361	1 294	1 603	38.5%	47.7%	13.7%
BELARUS	3 571	650	286 ^{2,3}	18.2%	8.0% ^{2,3}	n.a.
BELGIUM	4 667	4 466	373 ³	95.7%	8.0% ³	1.8%
BULGARIA	2 607	1 598	240	61.3%	9.2%	29.5%
CROATIA	1 440	192	320	13.3%	22.2%	65.4%
CYPRUS	261	n.a.	42 ³	n.a.	16.0% ³	n.a.
CZECH REPUBLIC	3 699	655	444	17.7%	12.0%	66.3%
DENMARK	2 429	658	1 285	27.1%	52.9%	n.a.
ESTONIA	570	274	35 ³	48.0%	6.1% ³	45.7%
FINLAND	2 220	1 043	200	47.0%	9.0%	n.a.
FRANCE	25 021	3 303	4 604 ³	13.2%	18.4% ³	47.2%
GERMANY	33 910 ⁴	18 311	14 242 ³	54.0%	42.0% ³	0.7%
GREECE	3 411	n.a.	n.a.	n.a.	n.a.	n.a.
HUNGARY	3 896	2 365	355	60.7%	9.1%	30.2%
ICELAND	116	10	9 ³	9.0%	8.0% ³	50.0%
IRELAND	1 452	581	388 ³	40.0%	26.7% ³	34.0%
ITALY ⁵	22 646	136	5 050	0.6%	22.3%	n.a.
LATVIA	820	430	71	52.4%	8.6%	38.8%
LITHUANIA	1 336	569	n.a.	42.6%	n.a.	57.4%
LUXEMBOURG	179	140	45	78.0%	25.3%	0.0%
MACEDONIA	473	246 ⁶	38 ³	52.1% ⁷	8.0% ³	39.5%
NETHERLANDS	7 146	6 017	536 ³	84.2%	7.5% ³	1.7%
NORWAY	2 010	1 025	603 ³	51.0%	30.0% ³	24.0%
POLAND	13 381	4 723	2 569	35.3%	19.2%	48.2%
PORTUGAL	3 490	1 557	283	44.6%	8.1%	49.7%
ROMANIA	6 887 ⁸	5 275 ⁹	255 ⁹	76.6% ⁹	3.7% ⁹	18.5% ⁹
RUSSIA	50 000 ⁶	11 250 ⁶	6 900 ⁶	22.5% ⁵	13.8%	77.8%
SERBIA	2 404	805	113	33.5%	4.7%	62.4%
SLOVAKIA	1 612	656	210	40.7%	13.0%	44.9%
SLOVENIA	682	374	76	54.9%	11.1%	34.0%
SPAIN	15 656	1 566	4 446	10.0%	28.4%	66.3%
SWEDEN	4 146	2 110	862	50.9%	20.8%	1.7%
SWITZERLAND	3 103	2 420	341 ³	78.0%	11.0% ³	5.0%
TURKEY ¹⁰	15 899	1 574	6 042	9.9%	38.0% ¹¹	n.a.
UKRAINE	16 500 ⁶	7 392 ⁶	264 ⁶	44.8%	1.6%	53.9%
UNITED KINGDOM	25 175	3 373	8 383	13.4%	33.3%	25.1%
Total Europe	286 176	87 040¹²	61 511¹³	30.8%¹²	21.9%¹³	41.3%¹⁴
Total Western Europe	160 399	48 011¹²	43 296¹⁵	30.6%¹²	27.6%¹⁵	25.0%¹⁶
Total Cent./East. Europe	125 777	39 029	18 215¹⁷	31.0%	14.6%¹⁷	61.0%¹⁸
EU 24¹⁹	181 166	54 601¹²	46 101¹³	30.8%¹²	26.1%¹³	29.4%¹⁶
JAPAN	50 795	19 150	40 230 ³	37.7%	79.2% ³	n.a.
UNITED STATES	110 200	70 638	26 999	64.1%	24.5%	n.a.

¹Private and collective dish; ²For urban population; ³Only private dish; ⁴Non-EU households are not included. ⁵Data of 2005; ⁶IP NETWORK estimate; ⁷In % of population; ⁸Average for 2006; ⁹Within functioning and used TV sets; ¹⁰Data refers to cities 20 000+ and city centers; ¹¹Satellite private dish does not include Digiturk. ¹²Without Cyprus and Greece; ¹³Without Greece and Lithuania; ¹⁴Average without Belarus, Cyprus, Denmark, Finland, Greece, Italy and Turkey; ¹⁵Without Greece; ¹⁶Average without Cyprus, Denmark, Finland, Greece and Italy; ¹⁷Without Lithuania; ¹⁸Average without Belarus and Turkey; ¹⁹Without Malta
Source: IP NETWORK, local institutes

www.ip-network.com/tvkeyfacts