



**OBSERVATOIRE EUROPEEN DE L'AUDIOVISUEL
EUROPEAN AUDIOVISUAL OBSERVATORY
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSTELLE**

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Department

**THE DEVELOPMENT OF DIGITAL
TELEVISION IN EUROPE**

CDMM Conference
(Rome, 3 November 2003)

OBJECTIVES OF THE PRESENTATION

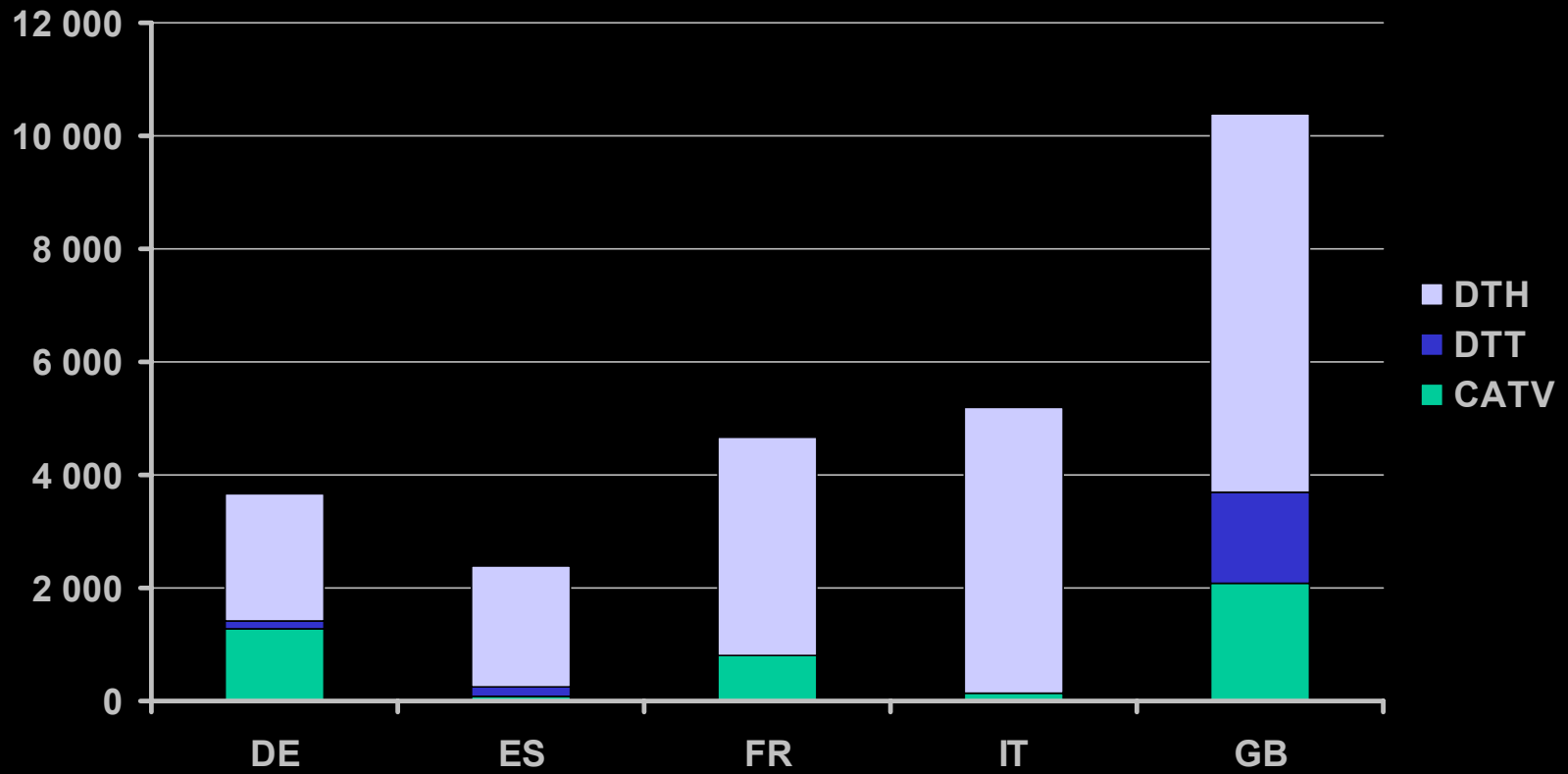
- **TO PROVIDE AN UP-DATE ON THE DEVELOPMENT OF DIGITAL TELEVISION IN EUROPE**
- **TO EMPHASIS THE FINANCIAL DIFFICULTIES OF THE EUROPEAN TV INDUSTRY IN THE CONTEXT OF THE TRANSITION TO DIGITAL**
- **TO RAISE THE QUESTION OF THE “DIGITAL TELEVISION DIVIDE”**

NUMBER OF DIGITAL TV HOUSEHOLDS IN THE 5 LARGER WESTERN EUROPEAN MARKETS

– Mid 2003 –

in thousands

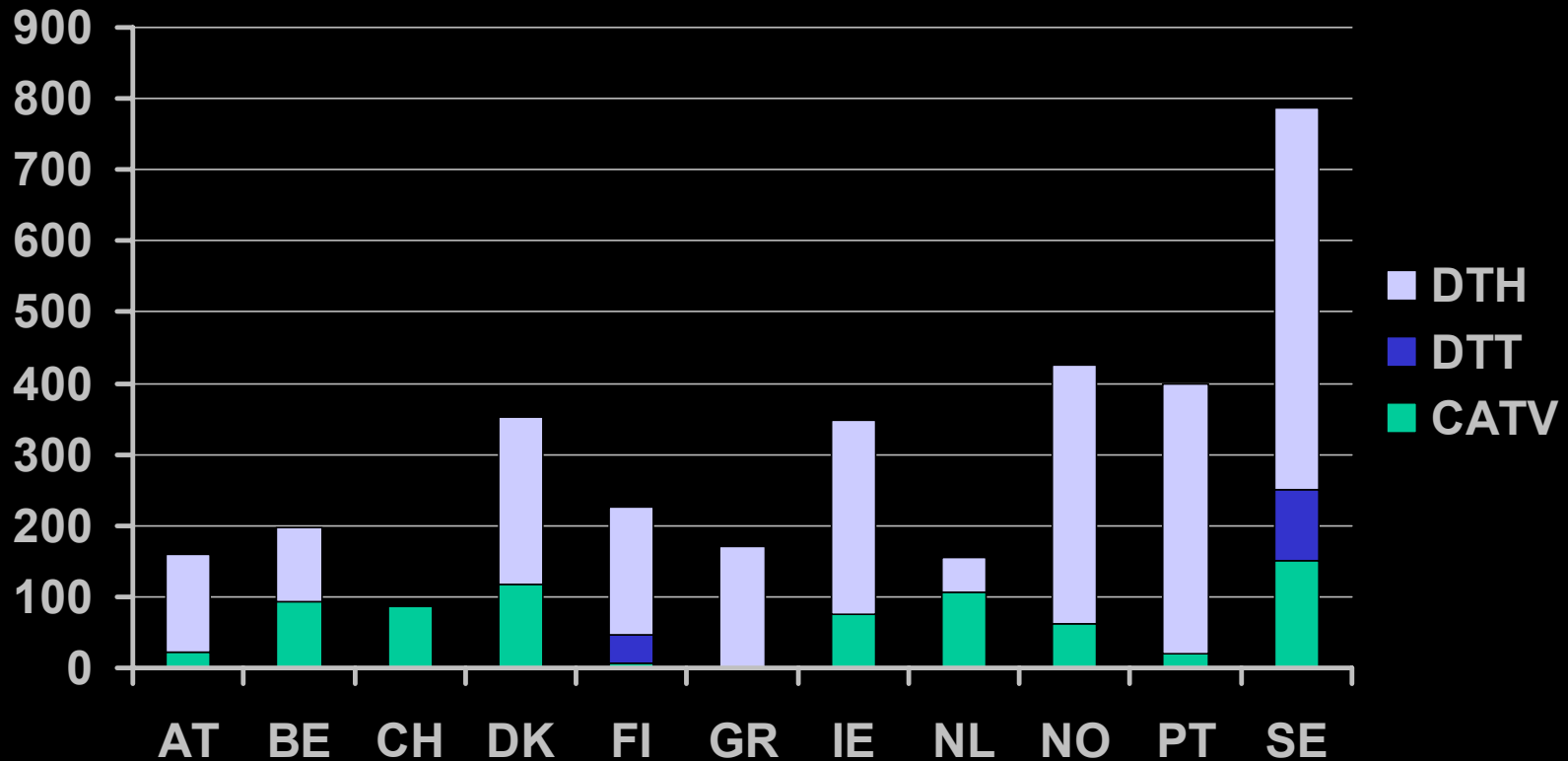
Source : Dataxis / OBS



NUMBER OF DIGITAL TV HOUSEHOLDS IN SMALLER WESTERN EUROPEAN COUNTRIES

- End 2002 -

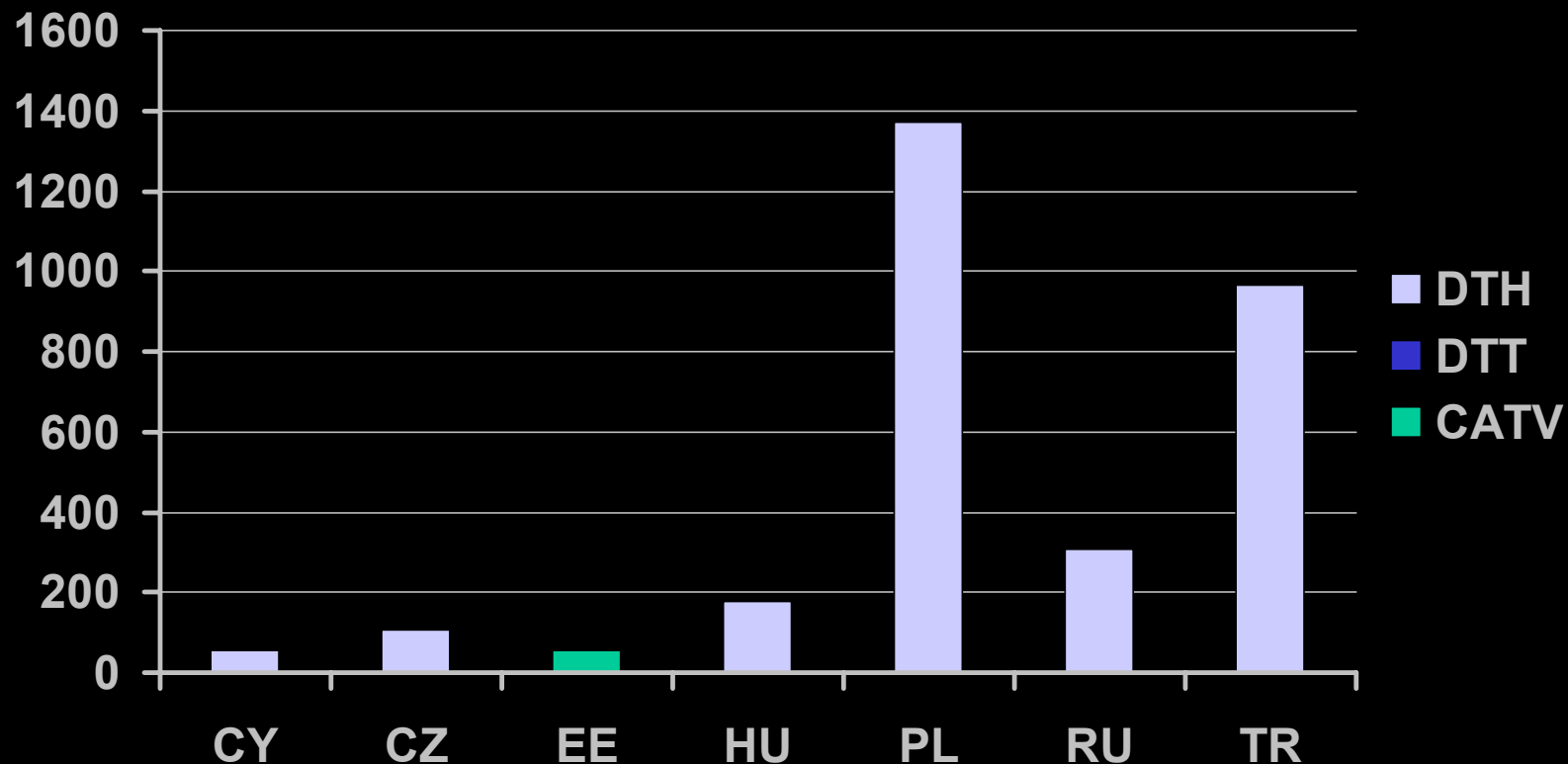
Source : Dataxis / OBS



NUMBER OF DIGITAL TV HOUSEHOLDS IN CENTRAL AND EASTERN EUROPE

- End 2002 -

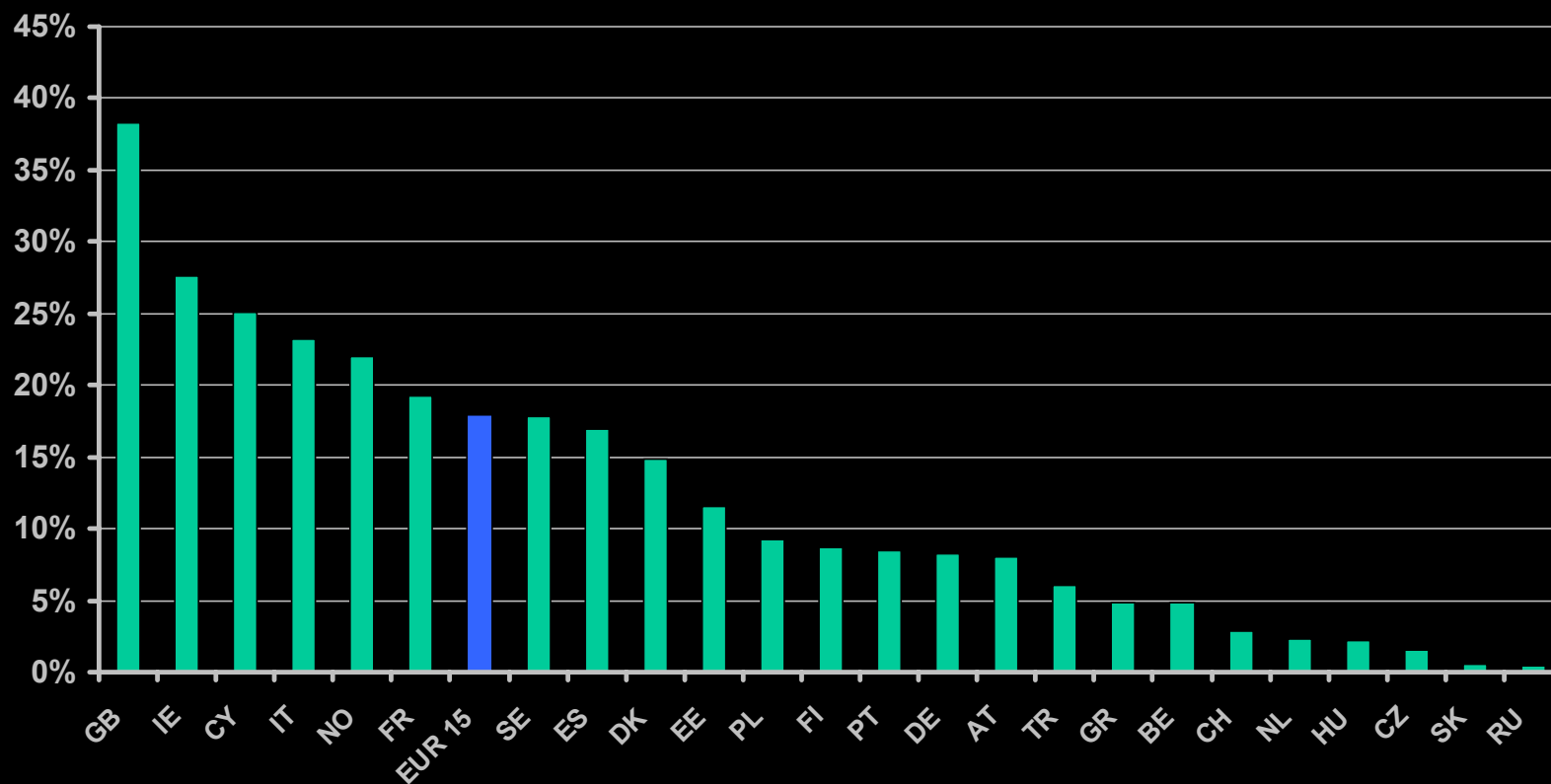
Source : Dataxis /OBS



RATE OF PENETRATION OF DIGITAL TELEVISION IN EUROPE (in % of TVHH)

- End 2002 -

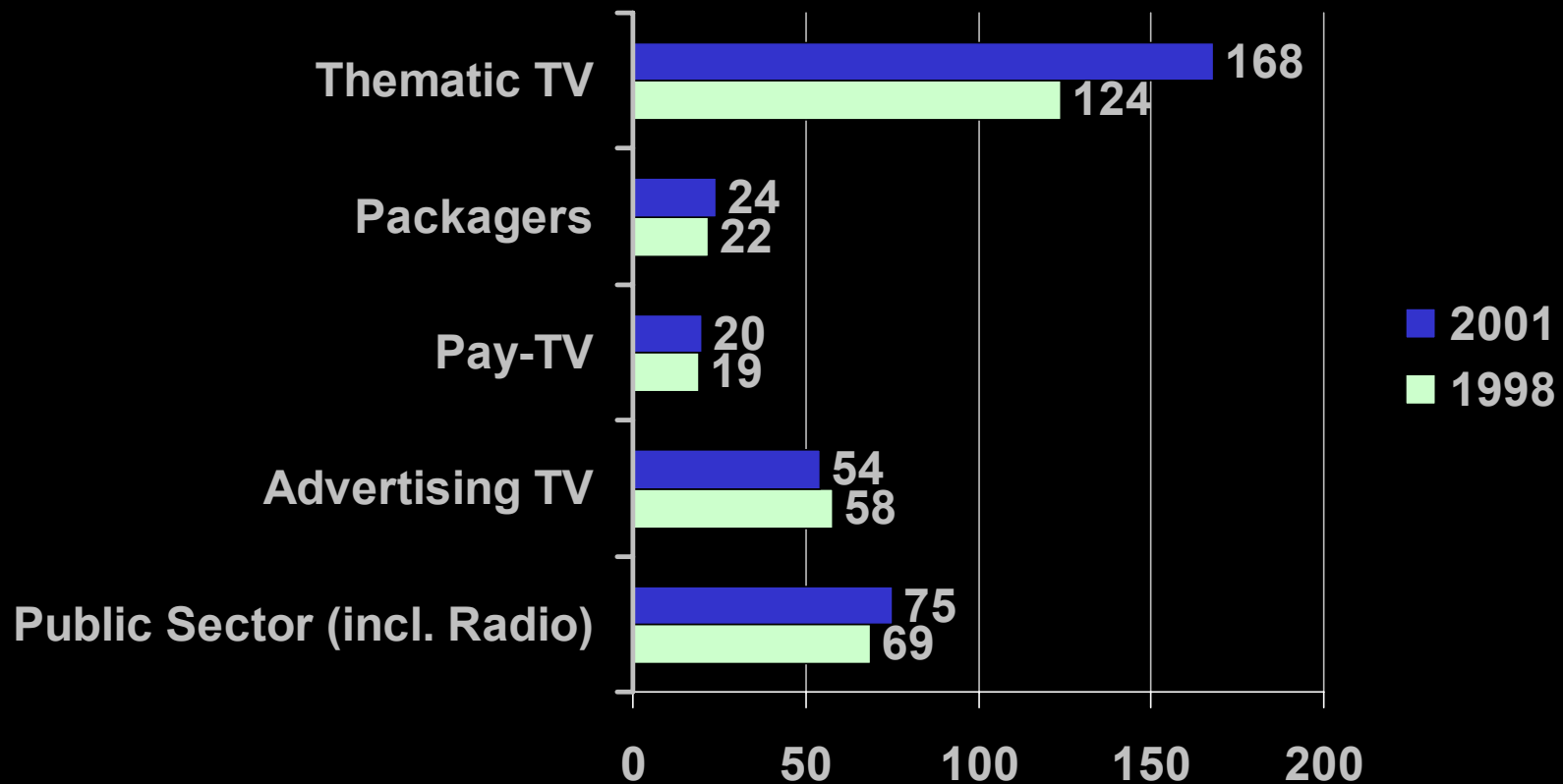
Source : OBS



POPULATION OF TV COMPANIES IN THE EUROPEAN UNION

Number of companies for which data are available
(1998-2001)

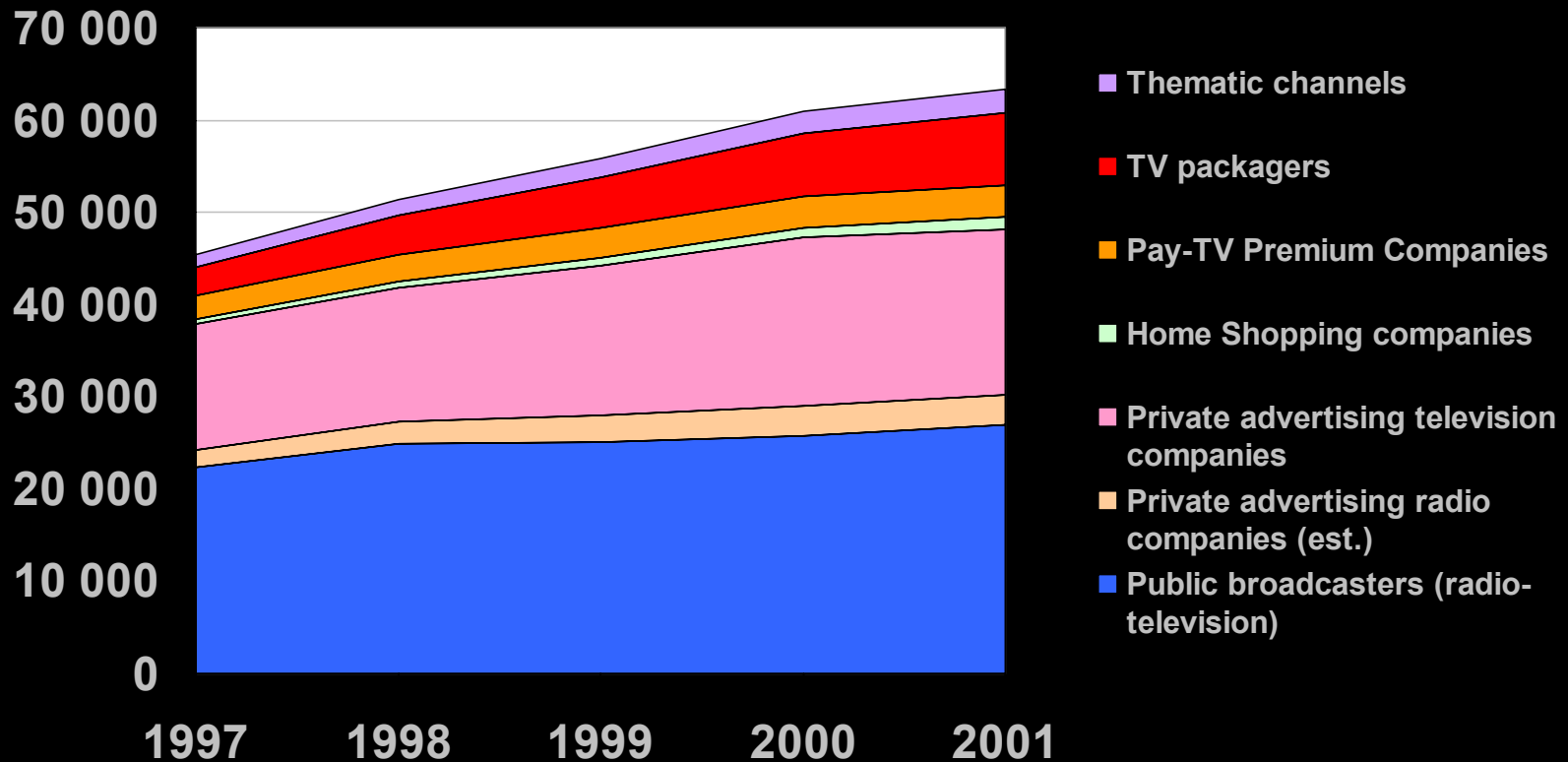
Source : AMADEUS / OBS



OPERATING REVENUES OF THE VARIOUS CATEGORIES OF TV COMPANIES IN THE EUROPEAN UNION (1997-2001)

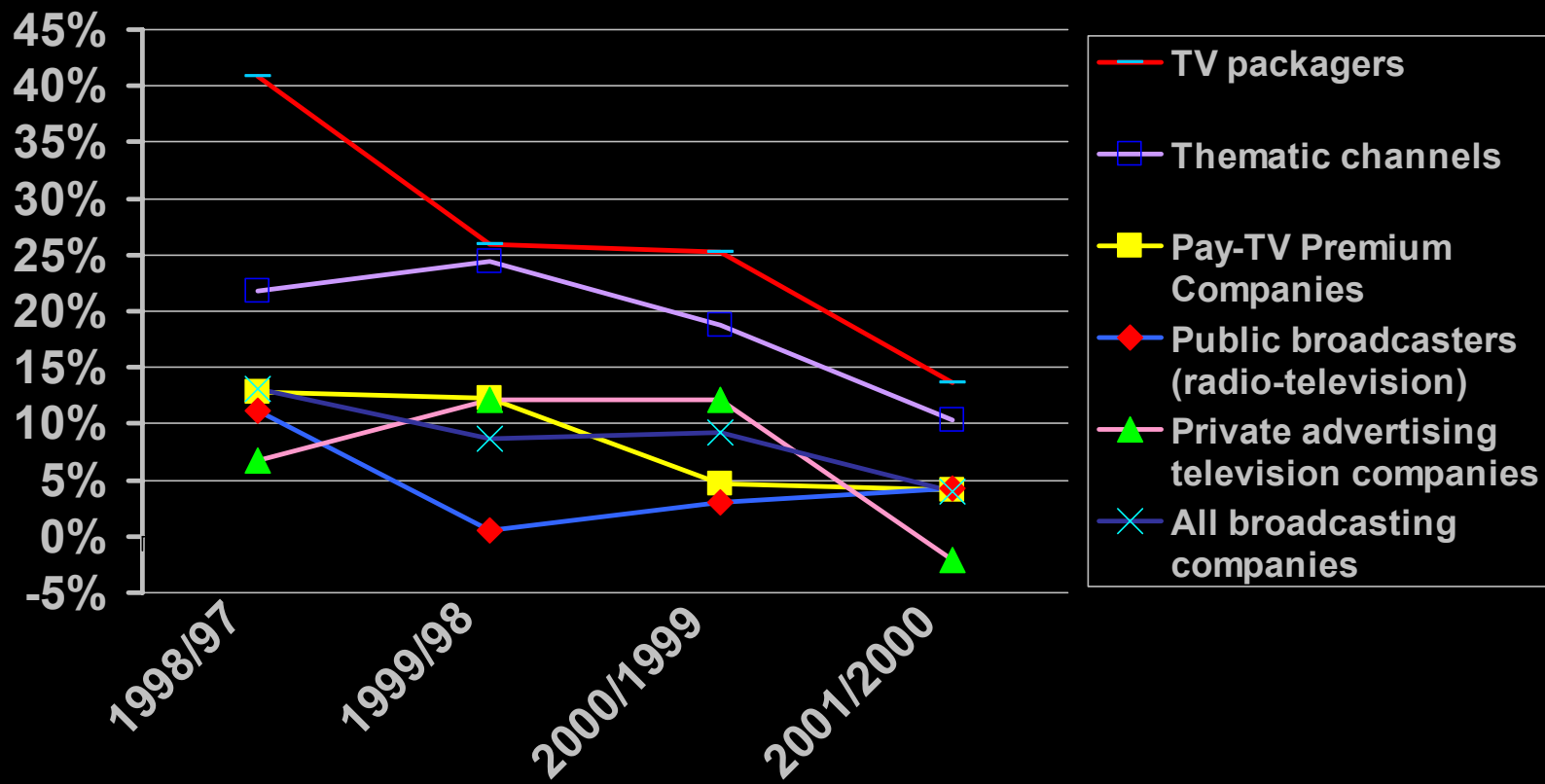
EUR million

Source : OBS



GROWTH RATE OF THE VARIOUS CATEGORIES OF TELEVISION COMPANIES (1998-2001)

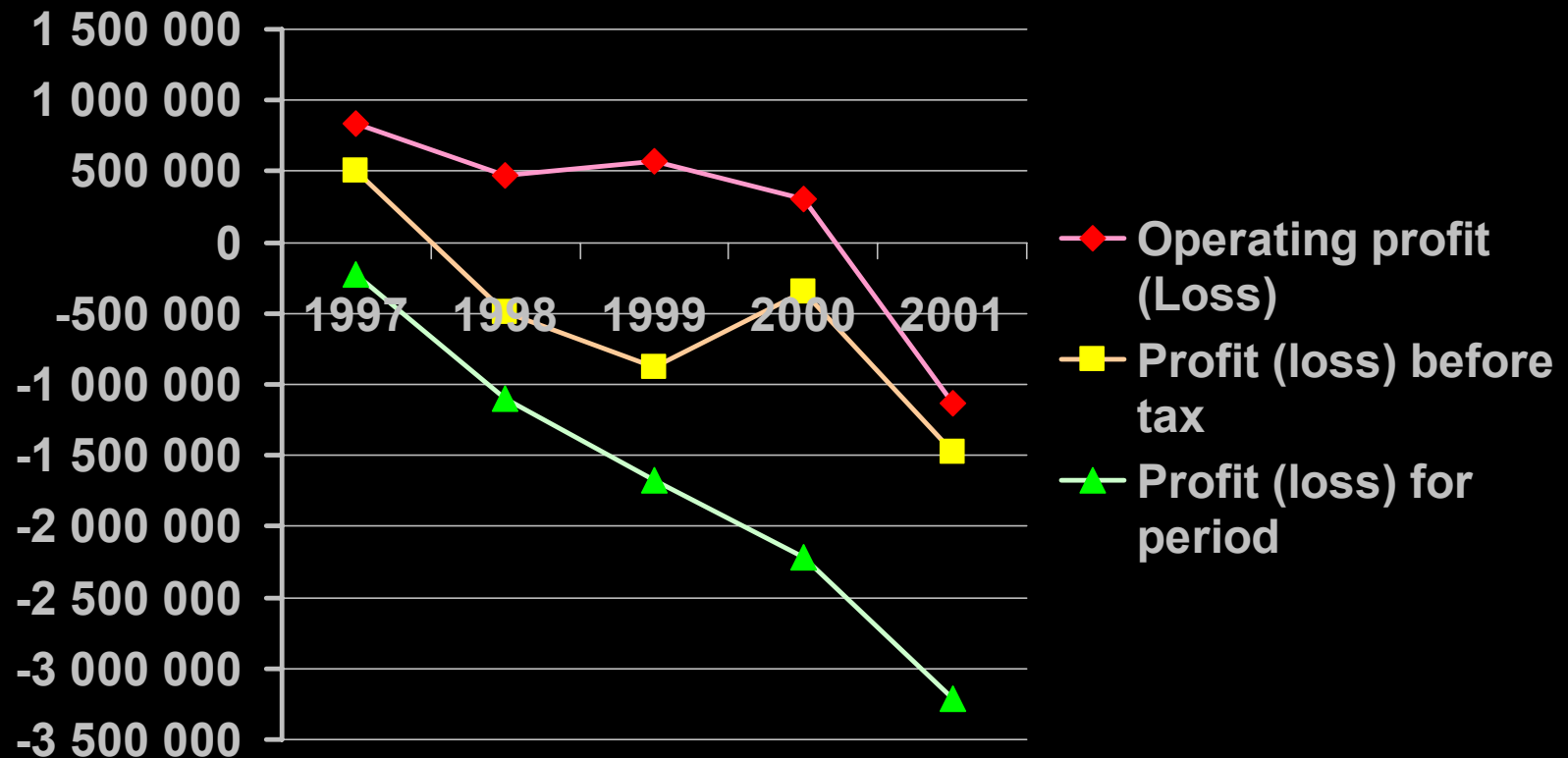
in %
Source : OBS



RESULTS OF THE TELEVISION BRANCH IN THE EUROPEAN UNION (1997-2001)

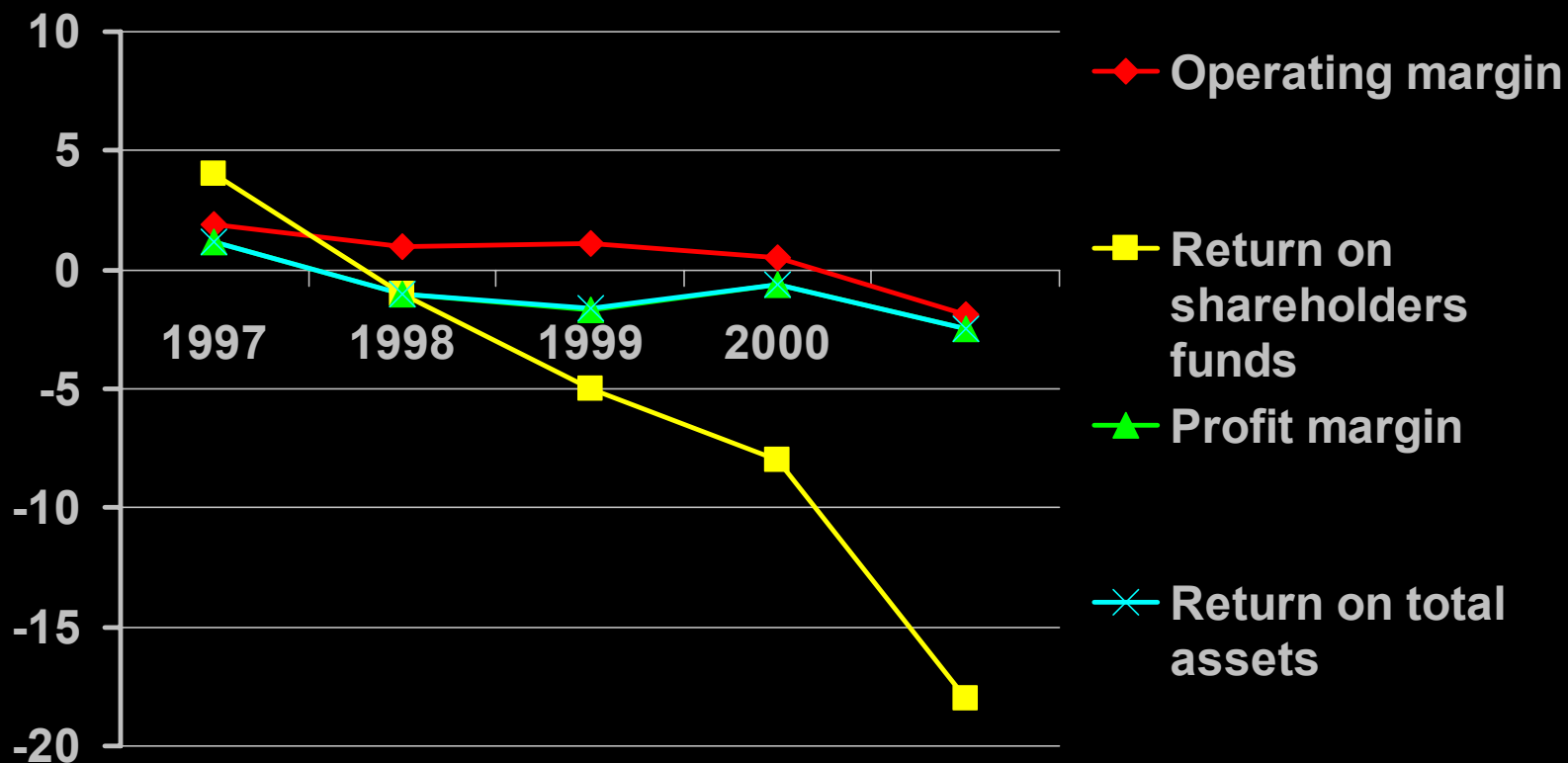
EUR million

Source : OBS



FINANCIAL PERFORMANCE RATIOS OF THE TELEVISION BRANCH IN THE EUROPEAN UNION (1997-2001) (in %)

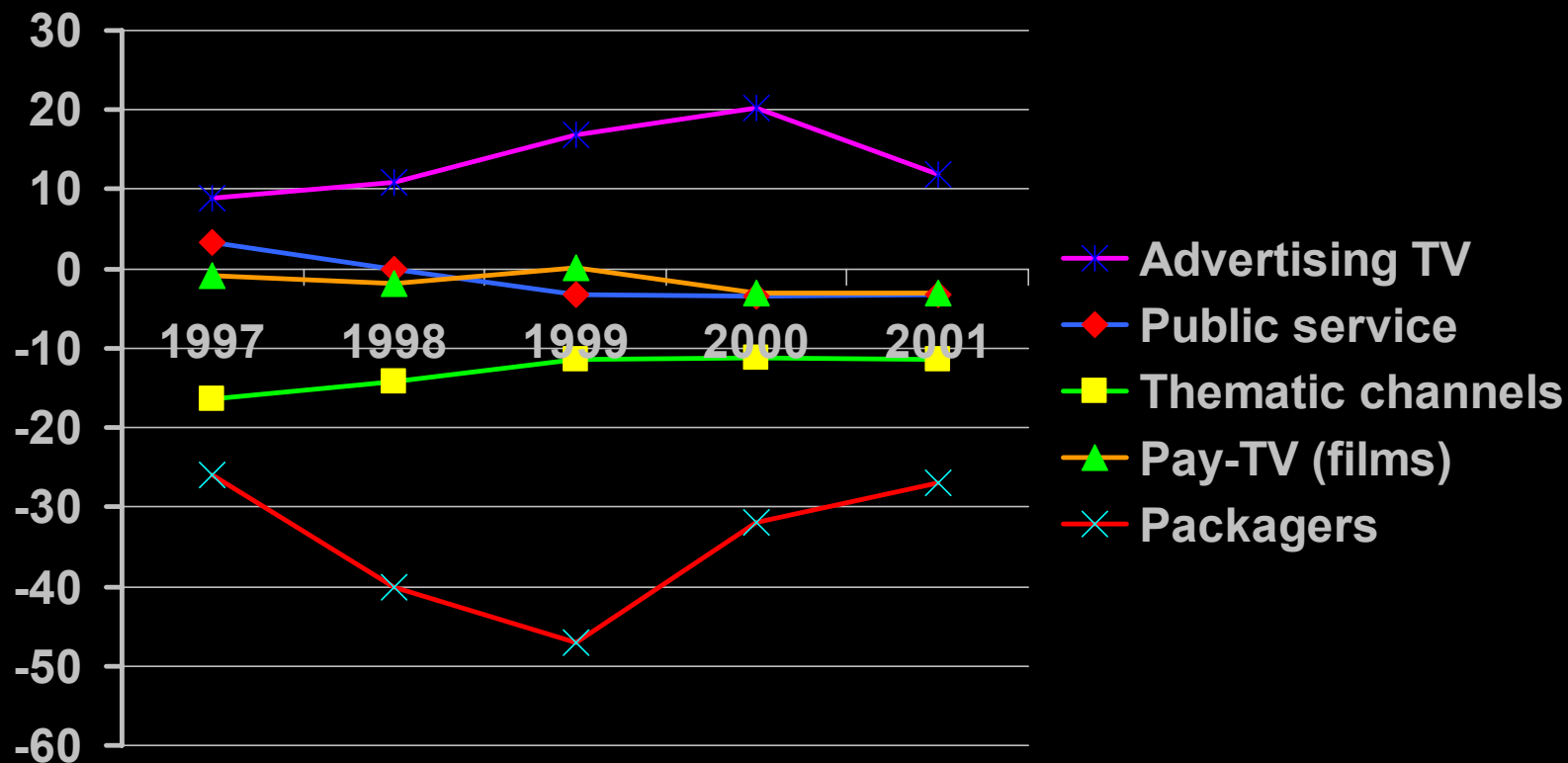
Source : OBS



PROFIT MARGIN OF TELEVISION COMPANIES IN THE EUROPEAN UNION

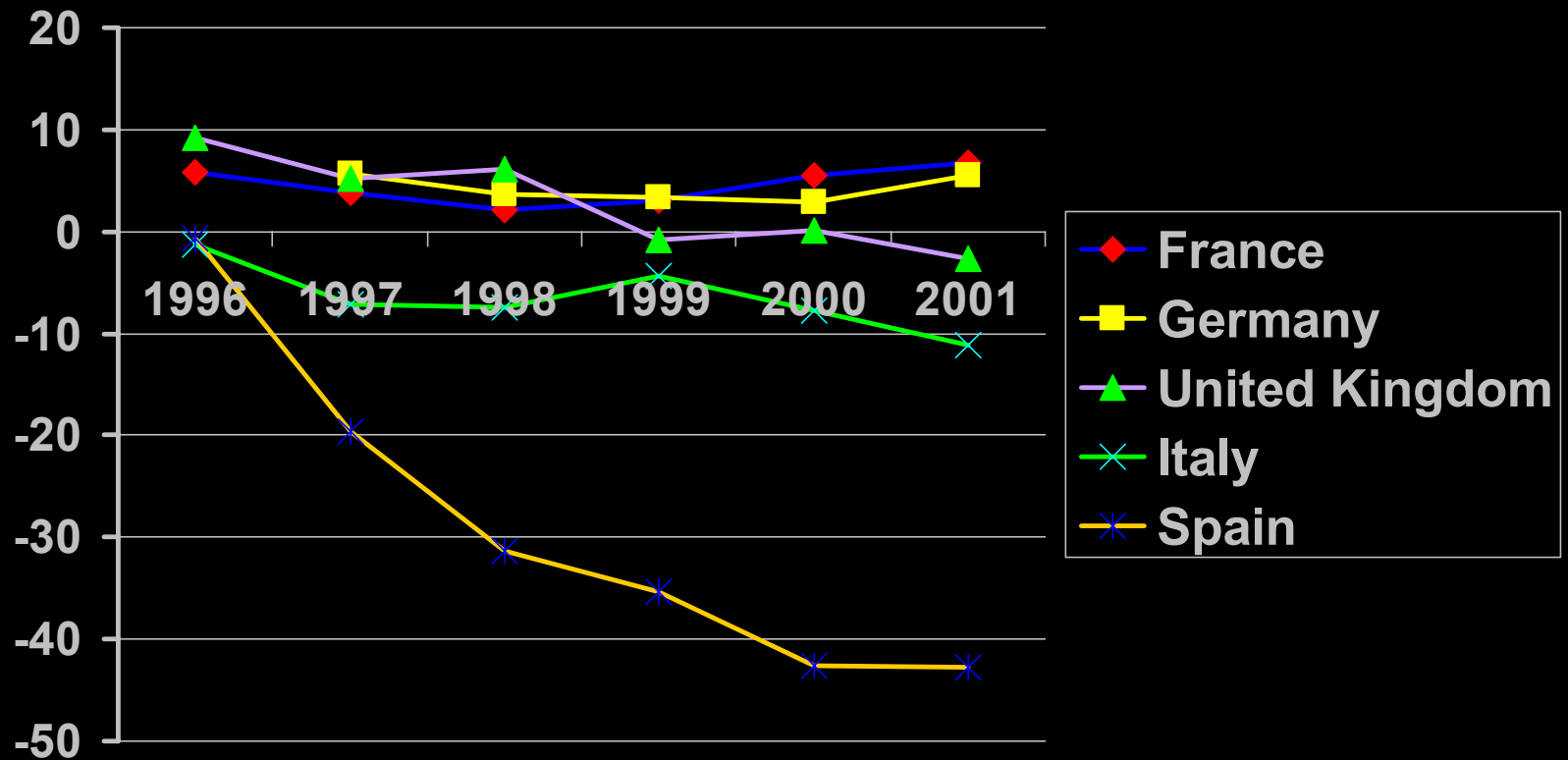
(1997-2000) (in %)

Source : OBS



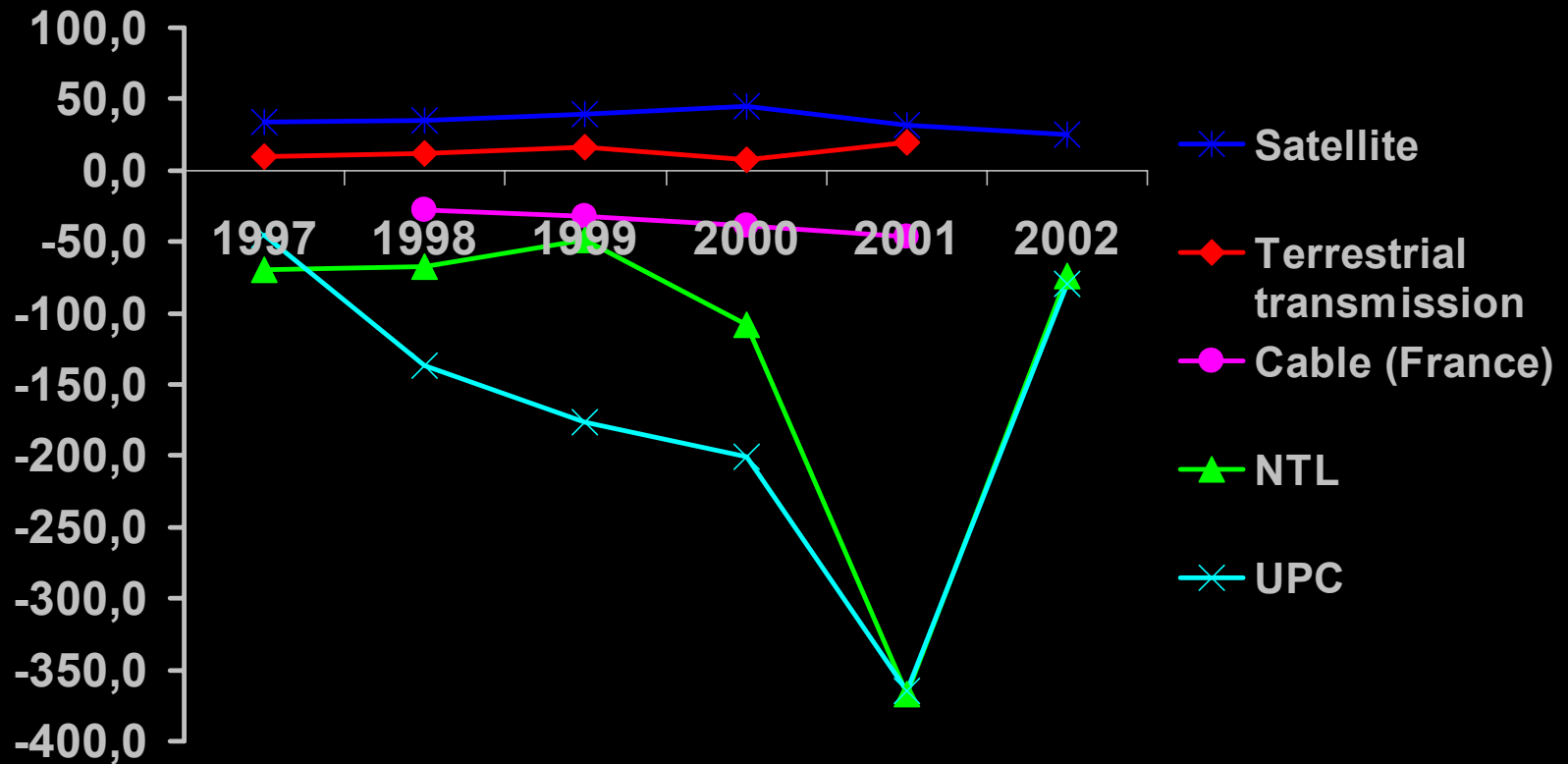
PROFIT MARGIN OF NATIONAL TV SYSTEMS (1996-2001) (in %)

Source : OBS



PROFIT MARGIN OF TRANSMISSION COMPANIES IN EUROPE (1997-2002) in %

Source : OBS

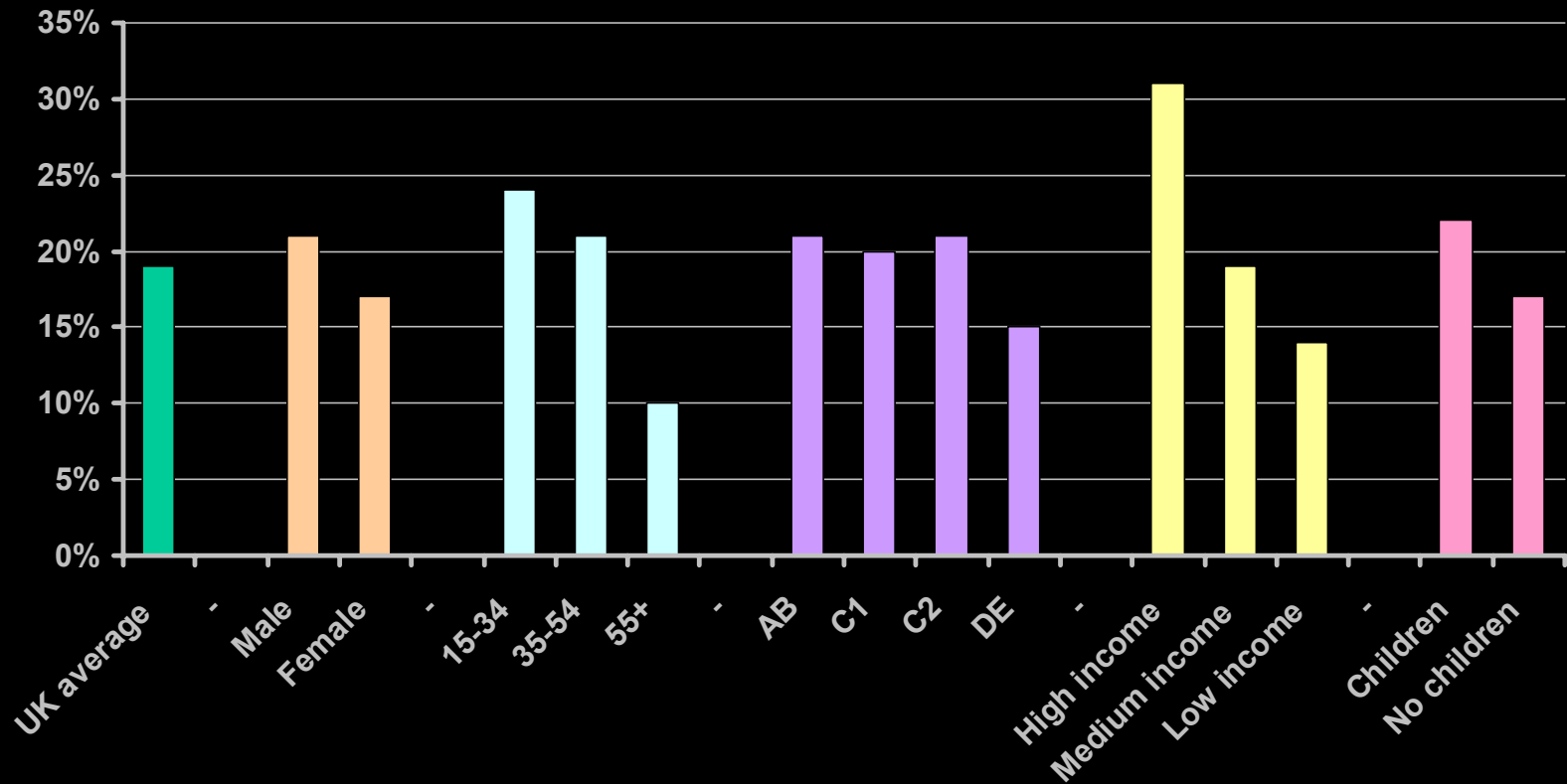


THE NEW DIGITAL TELEVISION DIVIDE

- **THE DEVELOPMENT OF DIGITAL TELEVISION IS LESS IMPORTANT IN EASTERN EUROPEAN COUNTRIES**
- **THE DEVELOPMENT OF DIGITAL TELEVISION IS LESS IMPORTANT IN SOUTHERN EUROPE (WITH THE EXCEPTION OF CYPRUS AND, TO A LESSER EXTENT, ITALY)**
- **THE DEVELOPMENT OF DIGITAL TELEVISION THROUGH PAY-TV PROBABLY CREATES A DIVIDE BETWEEN THE 'TV RICH' AND THE 'TV POOR', BUT FEW IN-DEPTH STUDIES EXIST ON THIS ISSUE**

UK PENETRATION OF DIGITAL TV BY CATEGORIES OF POPULATION

Source : OFTEL STUDY MAY 2000



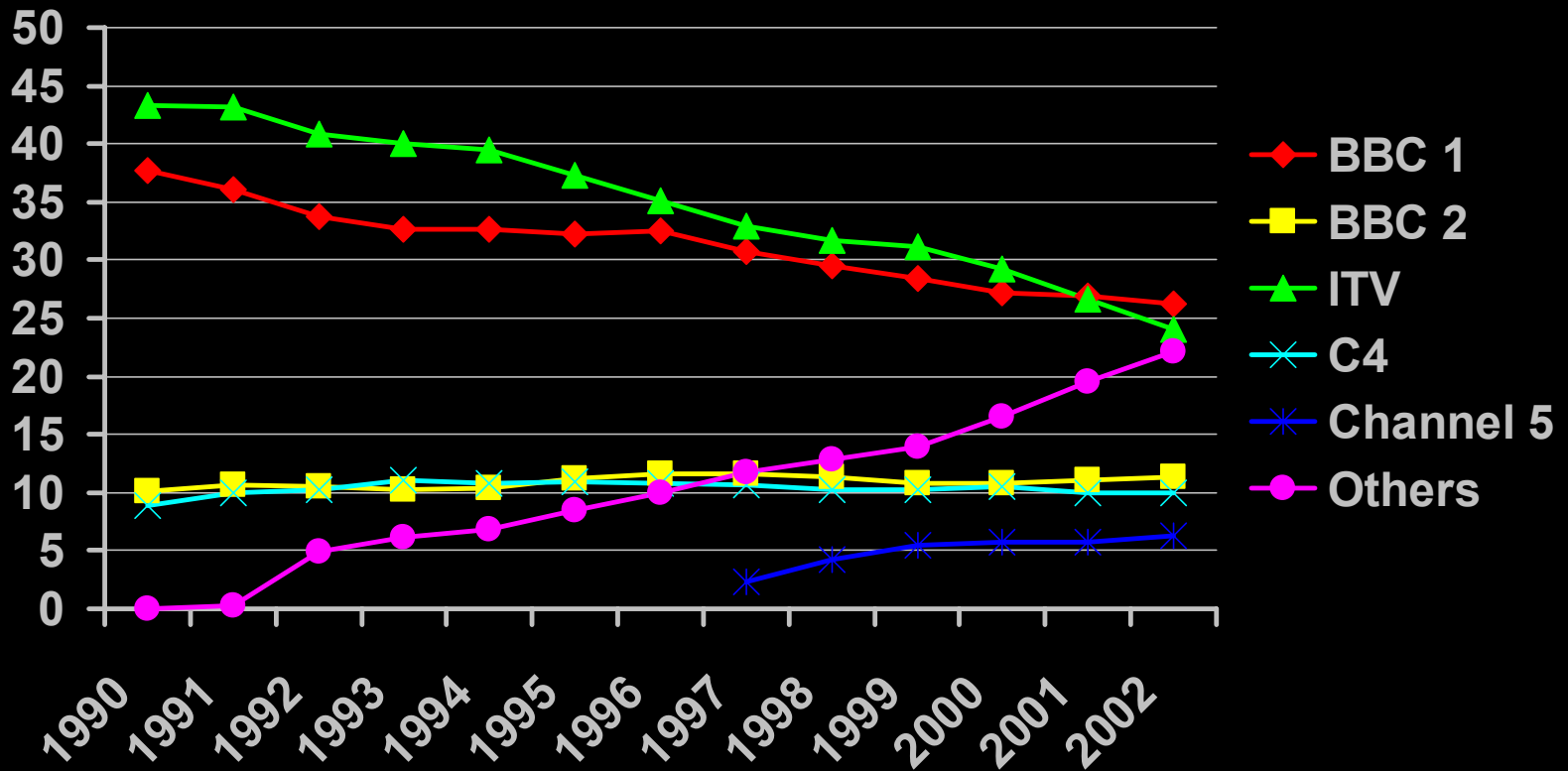
PROFILE OF PAY-TV CONSUMERS

Source : A Pay-TV insider

- **France :**
 - Middle class, living in suburbs of larger and medium towns, with children
 - These characteristics are even more marked for subscribers to TV satellite packages: over-representation of middle class and workers
- **UK (BSkyB) :**
 - Over-representation of C1/C2 group, under-representation of A group
- **UK (Freeview) :**
 - Over-representation of older age group

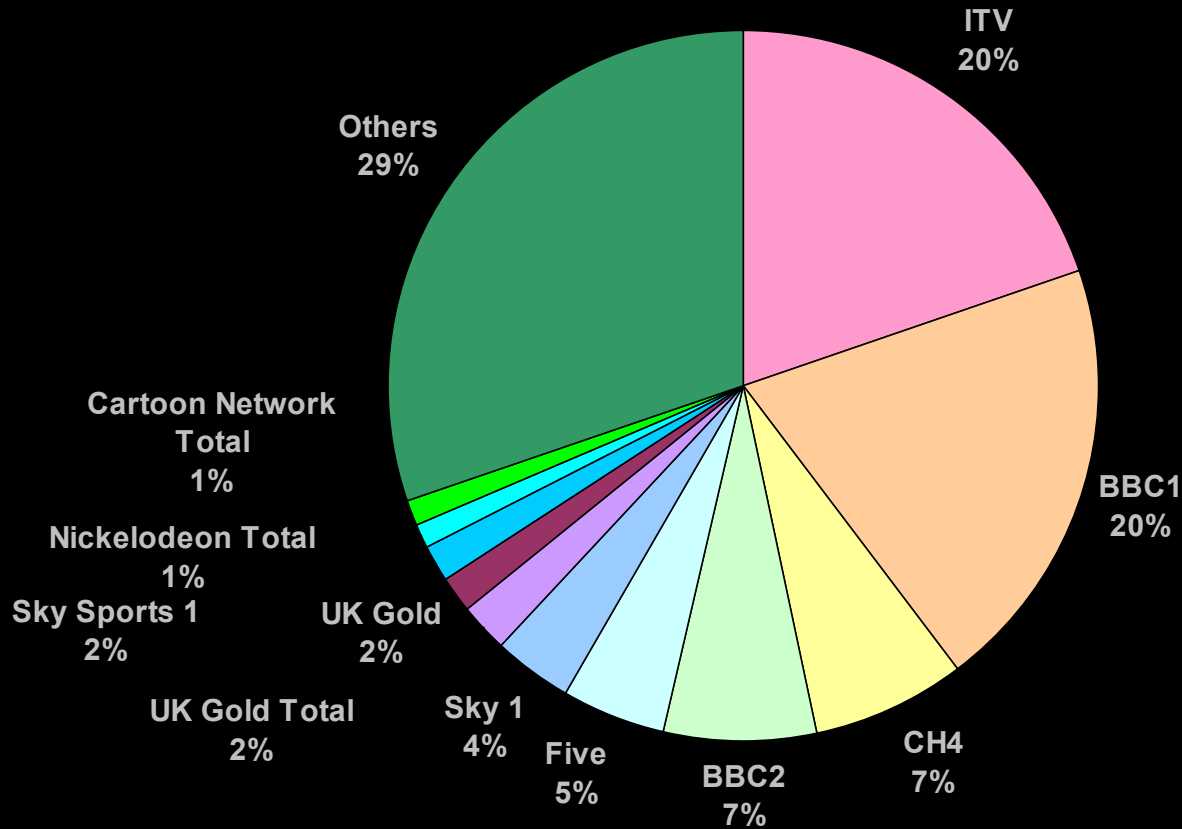
DAILY TV AUDIENCE MARKET SHARES IN UNITED KINGDOM (1990-2002)

Source : BARB – Eurodata-TV

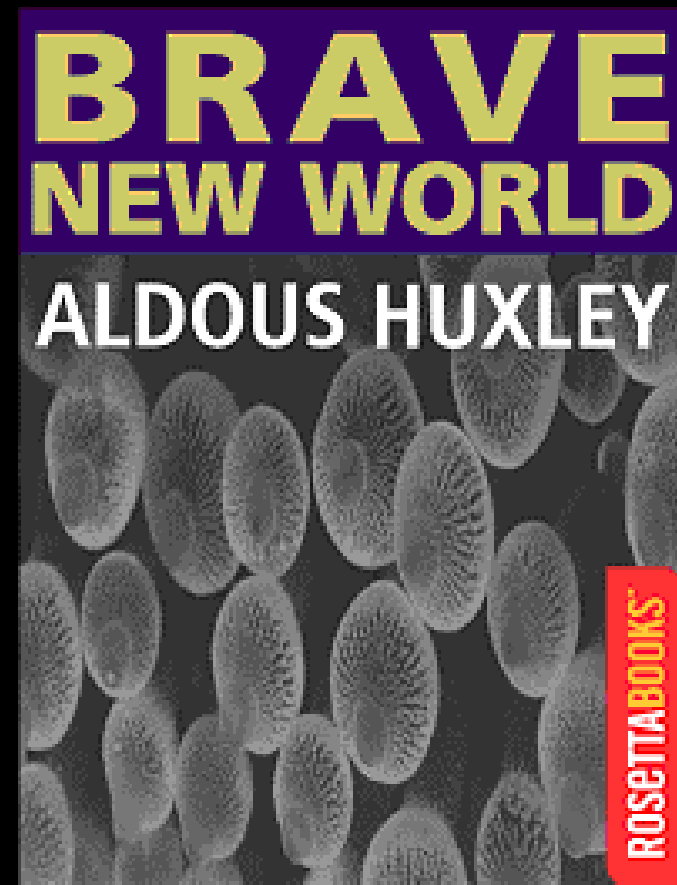
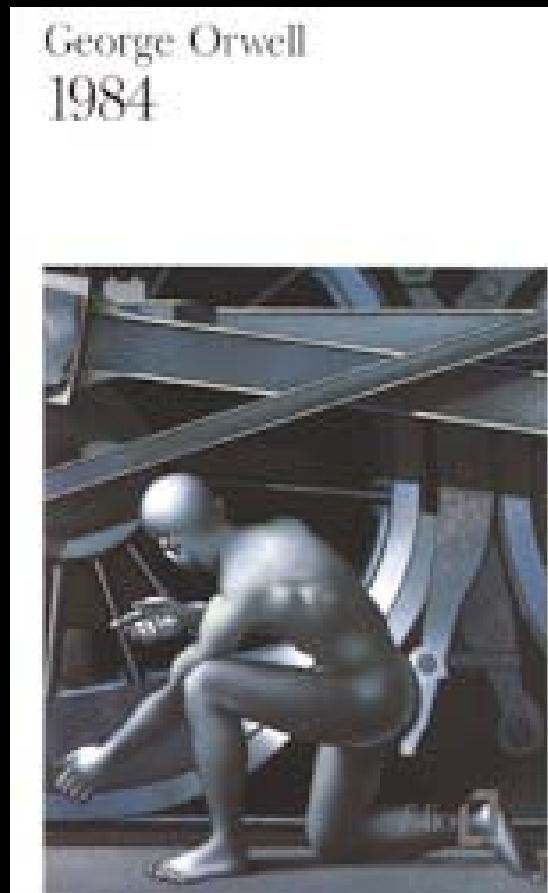


FRAGMENTATION OF DAILY AUDIENCE MARKET SHARES IN CABLE/SATELLITE HOUSEHOLDS IN THE UK (2002)

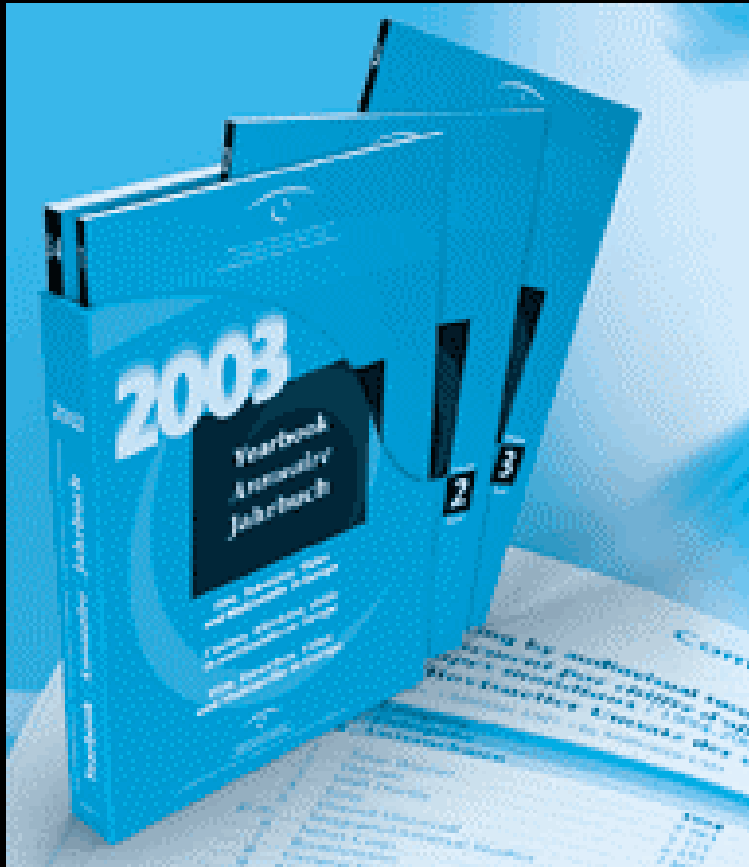
Source : BARB/Eurodata-TV



THE BRAVE NEW WORLD OF DIGITAL TELEVISION : HUXLEY vs ORWELL ?



MORE...



<http://www.obs.coe.int>