Television Services: The Global Outlook

By Jayant S. Dasari, Research Analyst

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Synopsis
This report analyzes the growth prospects for different TV services around the world, including the impact of the global recession on consumer adoption and spending. It examines features most likely to give companies a competitive edge, including efforts to combine Internet content and the TV as well as local issues affecting regional adoption and offerings. It also includes global forecast for television services through 2013.

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"Terrestrial television is still a major source for viewers in many of the major Western European markets including France, Italy, Spain, and the U.K.,” said Jayant Dasari, research analyst, Parks Associates. “Almost 44% of the television viewership in these markets relies on terrestrial services. Digital Terrestrial Television (DTT) will continue to play an important role in the TV market in Europe over the next five to ten years.”

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