



Committed to Connecting the World



**ITU Regional Forum and Training Workshop on  
Telecommunication/ICT Indicators: Measuring  
the Information Society  
and  
ITU-ASEAN Meeting on Establishing National ICT  
Statistics Portals and Measuring ASEAN ICT  
targets  
Bangkok, 13-16 October 2014**

**Broadcasting indicators**

Esperanza Magpantay, Senior Statistician  
ICT Data and Statistics Division  
BDT/ ITU

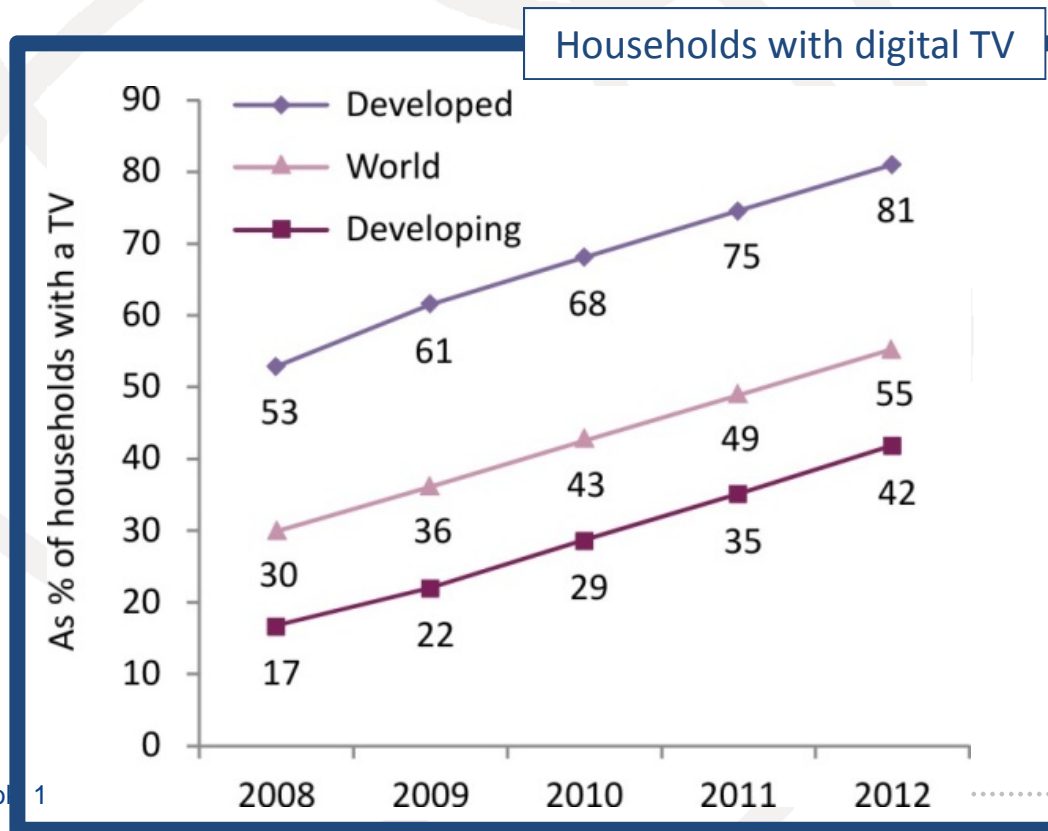
---

# TV broadcasting

- International Standard Industrial Classification of All Economic Activities (Rev 4) includes under telecommunications the “*transmission of television signals*”
- Since 1960, ITU collects data to measure TV uptake
- **WSIS, Target 8:** “Ensure that all of the world’s population has access to television and radio services”

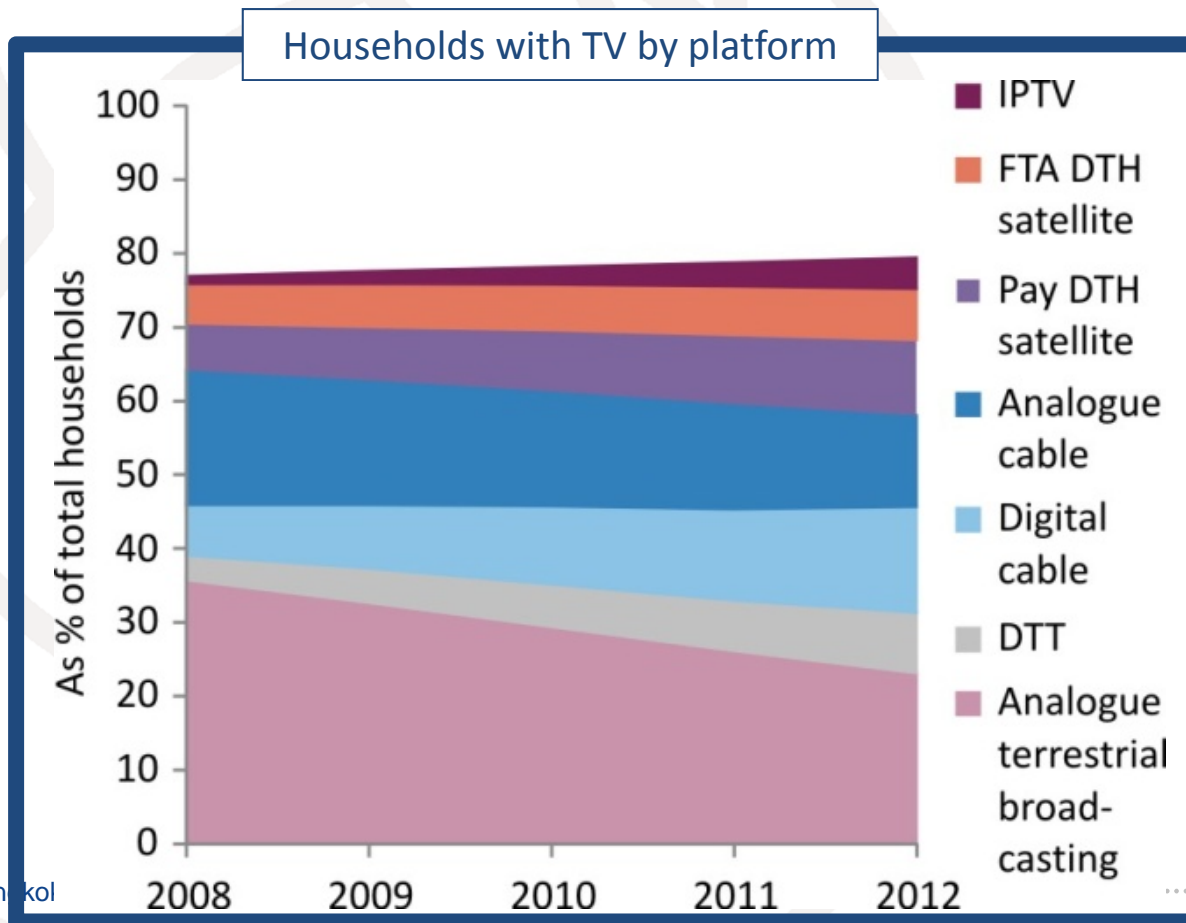
## MIS 2013 – Findings digital broadcasting

1. Globally, almost 80% of households with a TV
2. Digital transition passed the halfway mark



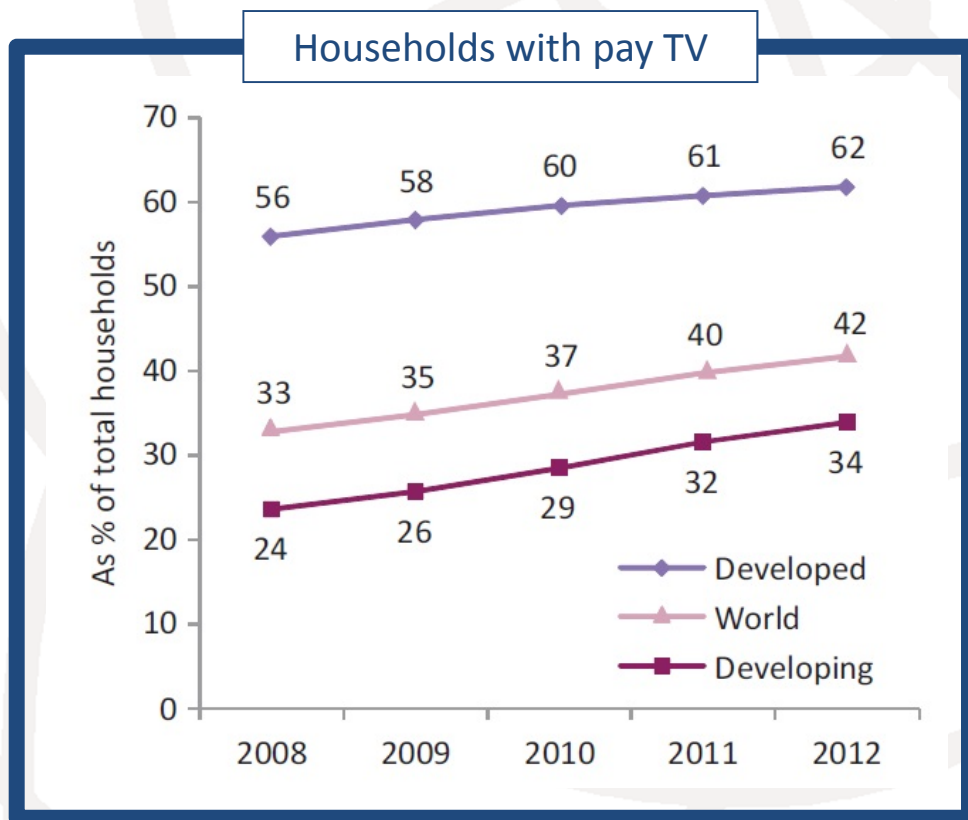
# MIS 2013 – Findings digital broadcasting

## 3. Increasing cross-platform competition

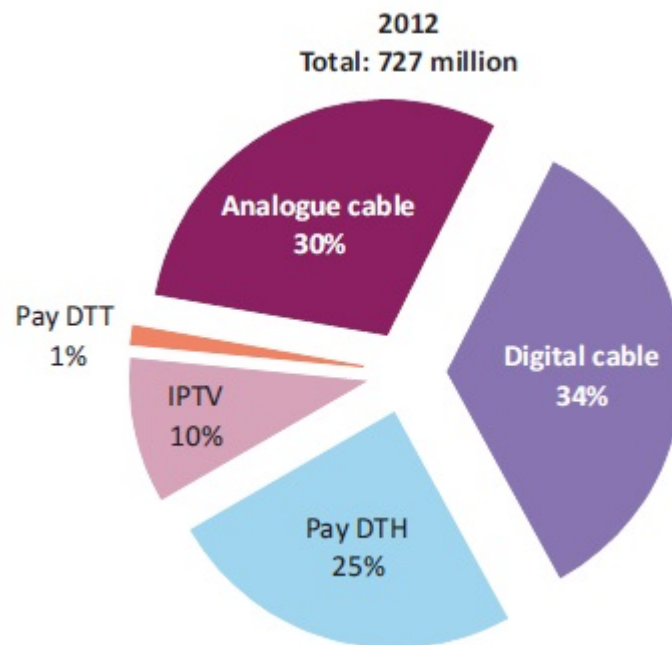


## MIS 2013 – Findings digital broadcasting

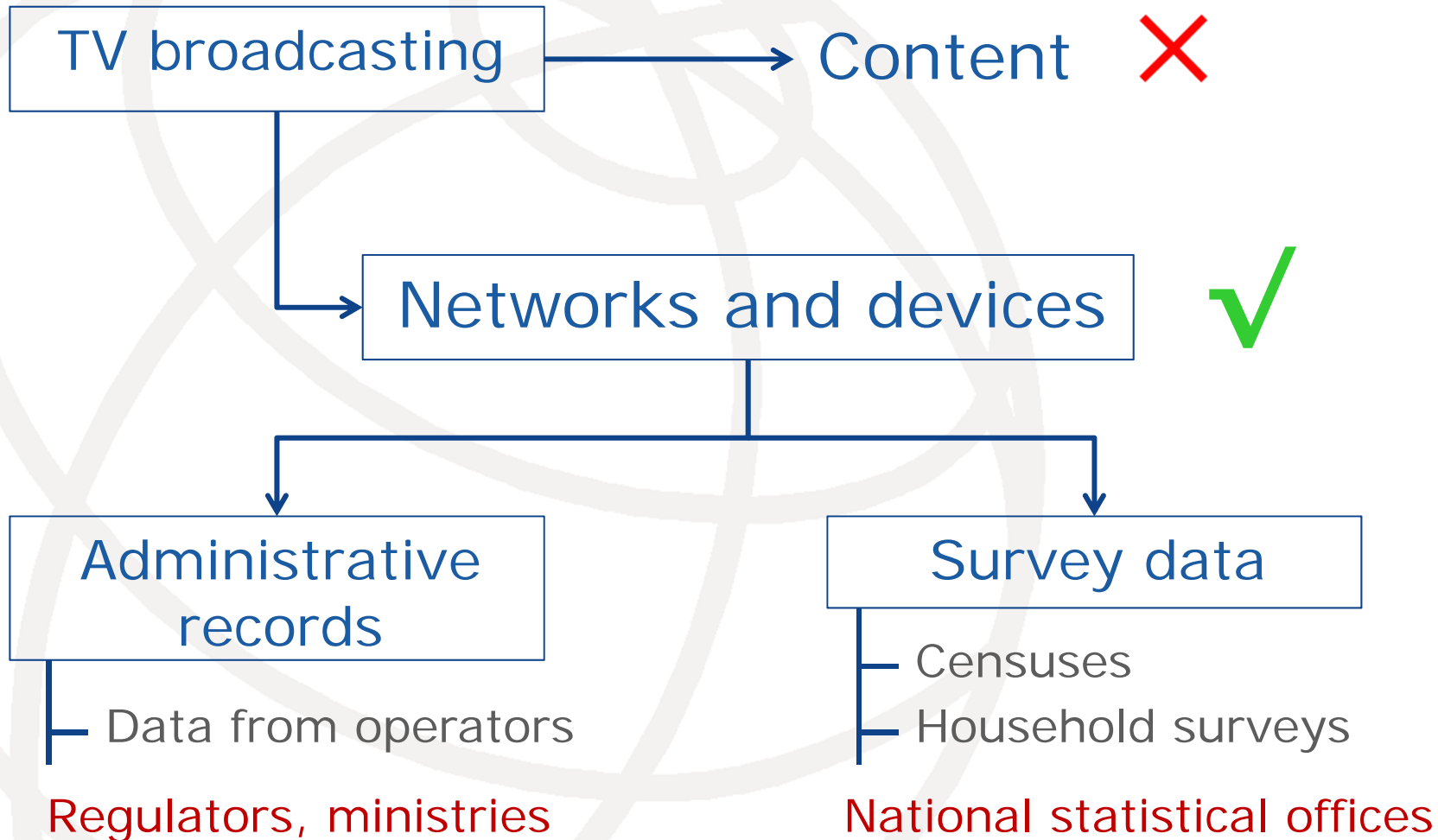
### 4. Growth of pay TV



Pay TV subscriptions

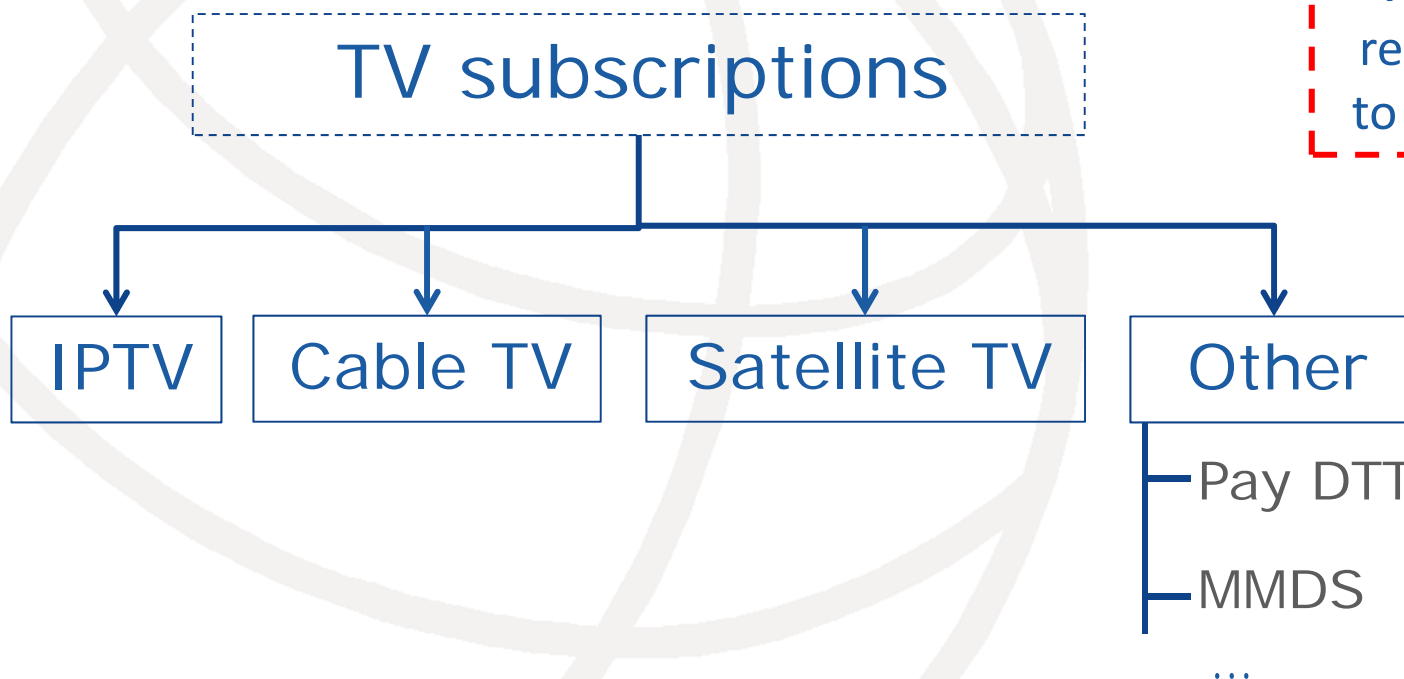


# ITU data on TV broadcasting



# ITU indicators on TV broadcasting

TV platform



We are referring to pay TV

# IPTV subscriptions

***IPTV subscriptions*** refers to the number of subscriptions to Internet protocol television (IPTV), i.e. TV delivered over an IP-based network managed to support the required level of quality of service, quality of experience, security, interactivity and reliability.

This does not include video accessed over the public Internet – for example, by streaming – and subscriptions to over-the-top audiovisual content providers.



# Satellite-TV subscriptions

***Satellite-TV subscriptions*** refers to the number of pay direct-to-home (DTH) satellite subscriptions, i.e. pay TV received via a satellite dish capable of receiving satellite television broadcasts. This does not include free-to-air satellite TV.

# Cable-TV subscriptions

***Cable-TV subscriptions*** refers to multichannel TV programming delivered over coaxial cable networks. It includes both analogue and digital cable-TV subscriptions.

If the breakdown of analogue/digital cable-TV subscriptions is available, data for each type of cable-TV subscriptions should be specified in a note. It excludes IPTV delivered over cable-TV networks.

## Other TV subscriptions

***Other TV subscriptions*** refers to pay-TV subscriptions other than IPTV, satellite TV and cable TV. This includes subscriptions to TV platforms such as microwave multipoint distribution systems (MMDS) and pay digital terrestrial television (pay DTT).

Free-to-air TV should not be included. The TV platforms corresponding to the data reported should be indicated in a note.

**THANK YOU**

**More information**

<http://www.itu.int/ict>