

11th World Telecommunication/ICT Indicators Symposium (WTIS-13)

Mexico City, México, 4-6 December 2013



Contribution to WTIS-13

Document C/10-E
5 December 2013

English

SOURCE: ITU

TITLE: TV broadcasting indicators



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TV broadcasting indicators

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Committed to Connecting the World



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”

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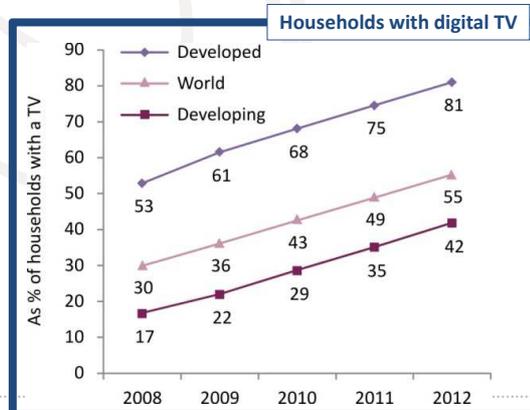
Background – recent ITU work

- WTIM 2012 held in Bangkok in September 2012
 - Session on digital broadcasting
 - EGTI mandated to define indicators for new TV services, such as IPTV
- EGTI reviewed ITU indicators on TV broadcasting in 2013
- MIS 2013, launched in October 2013
Ch. 5: Digital Broadcasting Trends →



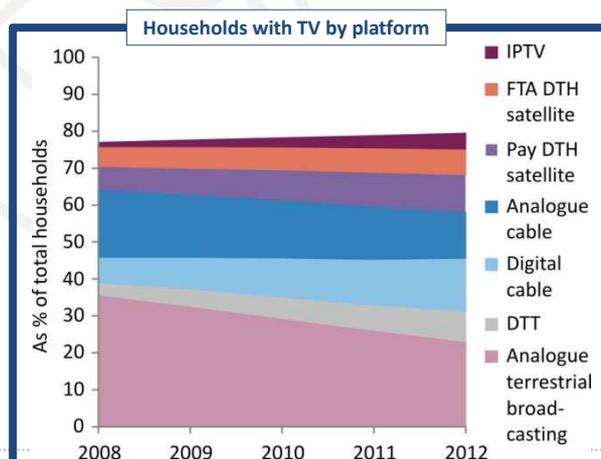
MIS 2013 – Findings digital broadcasting

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



MIS 2013 – Findings digital broadcasting

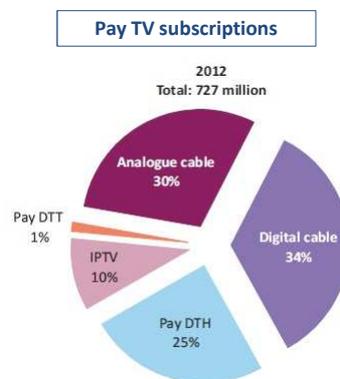
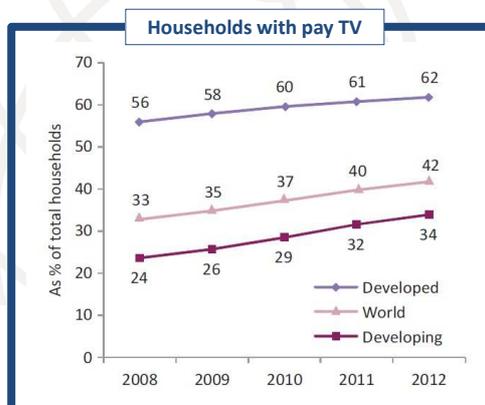
3. Increasing cross-platform competition



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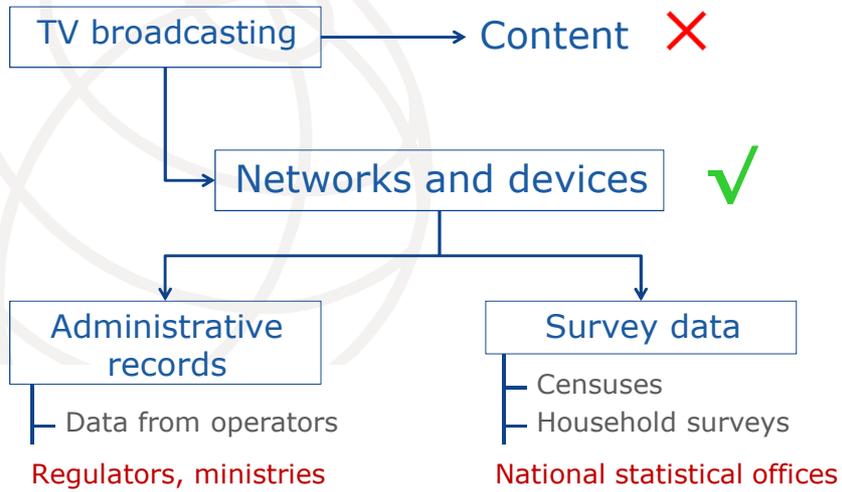
MIS 2013 – Findings digital broadcasting

4. Growth of pay TV

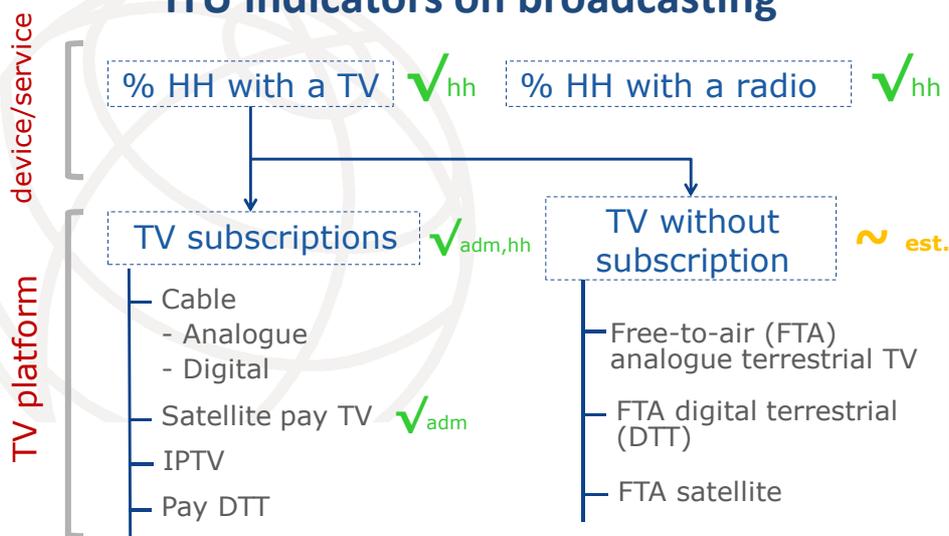


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ITU data on TV broadcasting

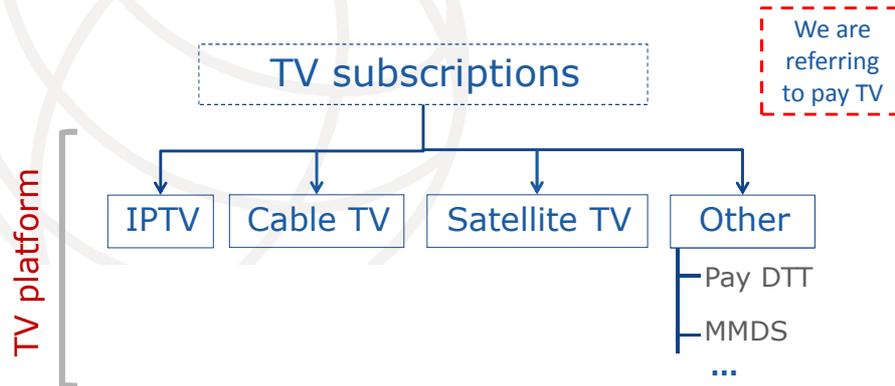


ITU indicators on broadcasting



ITU indicators on TV broadcasting

- EGTI proposed changes to administrative indicators on TV broadcasting:



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ITU indicators on TV broadcasting

Not covered by the proposed administrative indicators:

- Free-to-air TV ✓ household surveys
- TV coverage
- Over-the-top (OTT) Internet TV and video, e.g. YouTube or Netflix
- Mobile TV

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