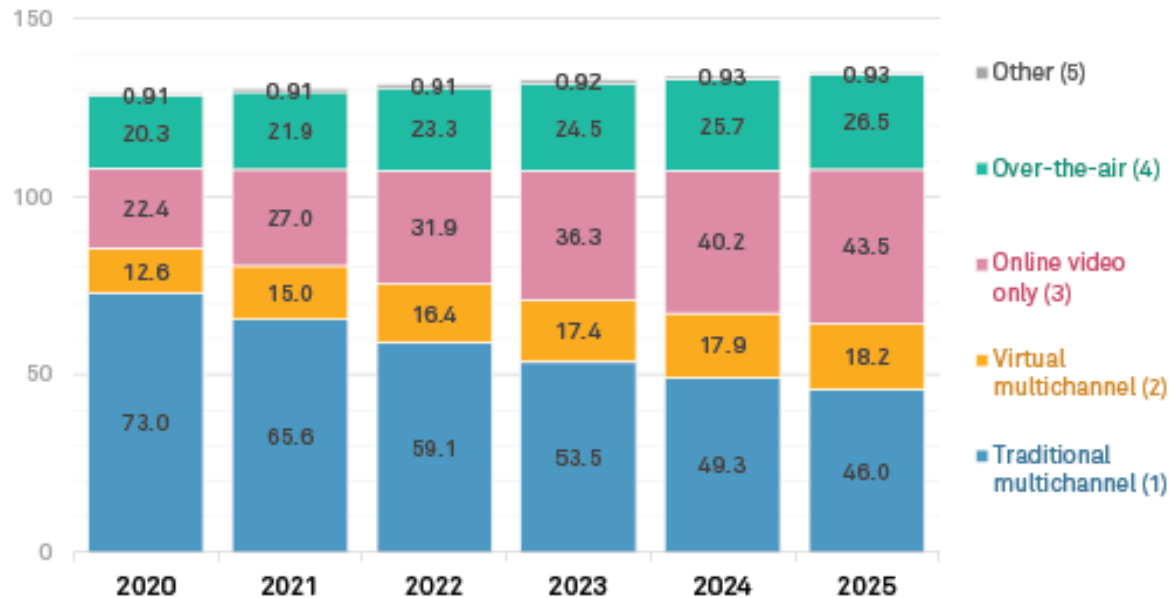# CableLabs®

Future of cable television delivery in Europe

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November 19, 2021

Fundamental Change to Video Business

US household segmentation, 2020–2025 (M)

Legend:
- Other (5)
- Over-the-air (4)
- Online video only (3)
- Virtual multichannel (2)
- Traditional multichannel (1)

Chart values:

Segment	2020	2021	2022	2023	2024	2025
Other (5)	0.91	0.91	0.91	0.92	0.93	0.93
Over-the-air (4)	20.3	21.9	23.3	24.5	25.7	26.5
Online video only (3)	22.4	27.0	31.9	36.3	40.2	43.5
Virtual multichannel (2)	12.6	15.0	16.4	17.4	17.9	18.2
Traditional multichannel (1)	73.0	65.6	59.1	53.5	49.3	46.0

As of May 2021.
(1) Traditional multichannel household count excludes DBS overlap created by households taking multiple multichannel subscriptions. Includes cable, DBS and telco multichannel platforms. Excludes commercial subscribers and virtual multichannel subscribers. Includes households that also access online video (formerly OTT).
(2) Virtual multichannel (also called VSP, vMVPDs or virtual PayTV) characterized by unmanaged broadband delivery of aggregated live, linear networks and on-demand content similar to a traditional multichannel offering for a monthly subscription. Excludes overlap created by households taking dual virtual and traditional multichannel subscriptions, which is allocated to traditional multichannel. Examples include SlingTV, Hulu + Live TV, YouTube TV and AT&T TV.
(3) Online video-only Households (OTT) are households that rely on unmanaged broadband delivery to view television shows or movies in lieu of a traditional or virtual multichannel subscription. Figure does not include subscribers to virtual multichannel providers such as SlingTV, Hulu + Live TV, YouTube TV and AT&T TV. Figure does not include households with an over-the-air antenna.
(4) Households that receive broadcast network signals over the air using an antenna and do not subscribe to a traditional or virtual multichannel service. Includes households with an antenna that also access online video.
(5) Includes non TV households and TV households without a video input such as a DVD-only entity.
Sources: Industry data; Kagan estimates
Kagan, a media research group within the TMT offering of S&P Global Market Intelligence.
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- Traditional multi-channel video delivery will become a minority compared to virtual and online delivery formats
- Profound impact to content creation / distribution ecosystem
- With the exception of OTA, all other segments are migrating to IP distribution

Result:

- On the service side, cable operators are adjusting to support delivery-agnostic content aggregation and OTT distribution
  - Support traditional cable delivery
  - Host apps like Netflix, Youtube, Prime, etc.

- On the network side, cable operators will evolve network capacity to support future broadband subscriber requirements

Capacity Roadmap

CableLabs

~1G
DOCSIS 3.0
DS: 1G, US: 100M

~5G
DOCSIS 3.1
DS: 5G, US: 1-2G

~10G
DOCSIS 4.0
DS: 10G, US: 6G

~25G+
Next-Gen DOCSIS

DOCSIS

PON

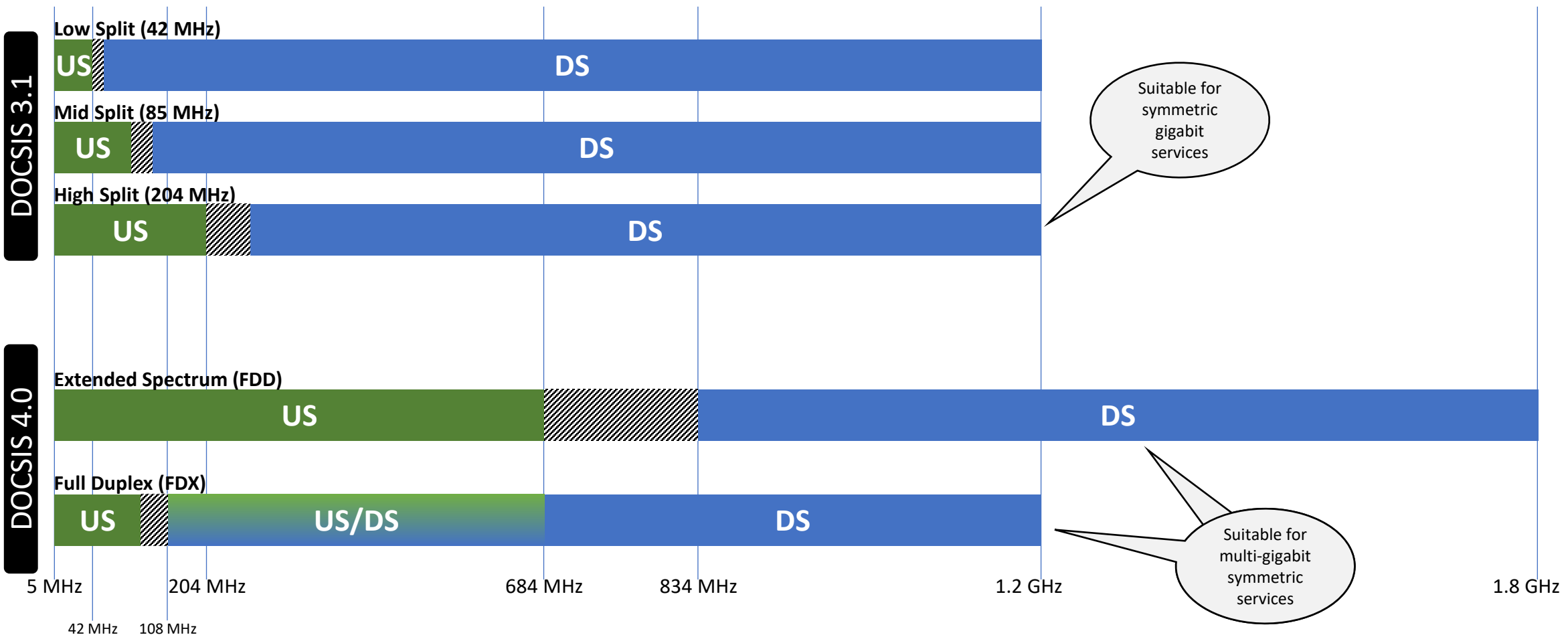2.5G/1G PON
DS: 2.5G/1G
US: 1.25G/1G

10G PON
DS: 10G
US: 10G

25G/50G PON
DS: 50G/25G
US: 50G/25G
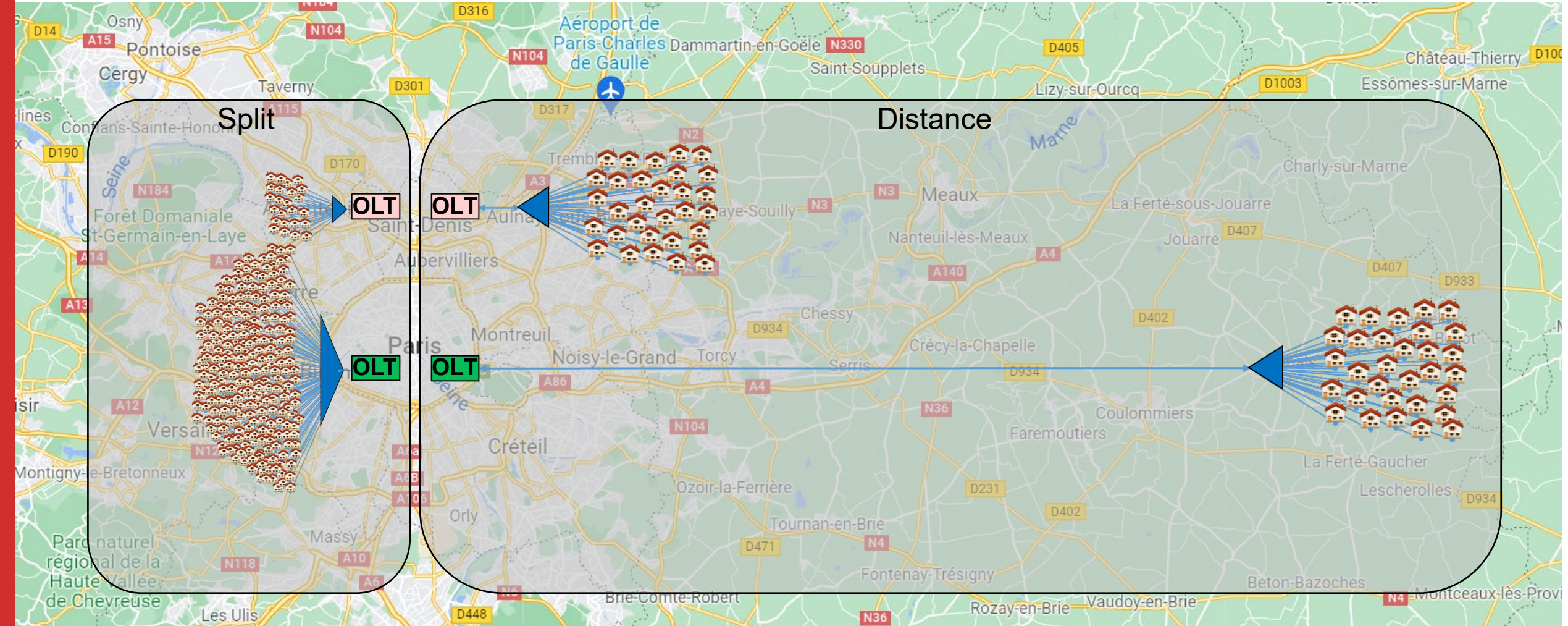
CPON
DS: 100G (75G/50G/25G)
US: 100G (75G/50G/25G)

Today

® CableLabs 2020.

Coherent PON (CPON):
More Capacity (100G), Longer Distance (x4), Higher Density (x16)