IPTV Households Forecast to Grow 52.2% Annually Through 2012

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06 March 2008 Â The IMS Research study IPTV: A Global Market Analysis - 2008 Edition reveals that as a whole, an estimated 13.2 million households received IPTV service in 2007 with nearly 8.4 million IP-enabled set-top boxes shipping worldwide. IPTV households are forecast to grow 52.2% annually though 2012. This new study examines the worldwide IPTV market from infrastructure to operators, providing analysis on the delivery of linear and on-demand content via IP-based networks by telcos, as well as by cable and satellite pay-TV operators.

Shane Walker, research analyst and author of the study, states, â€œThe increasingly competitive pay-TV landscape with proliferation of new content, triple/quadruple play offerings, and new Internet-based TV services is one of the main factors behind IPTV household growth. Another important factor is the rapid uptake of IPTV services in China and South Korea as governments relax regulations restricting deployment and as telcos become more involved with expanding IPTV services.â€• The multi-play offerings being rolled out by telcos to gain a competitive advantage include a combination of IPTV, VoIP, Internet, mobile and premises security in addition to advanced services such as VOD. In addition to an analysis of current commercial and technological trends surrounding IPTV, the report provides forecasts through 2012 for IPTV households, IP STB shipments and IP STB revenues.

If you would like an interview with an expert in this area, please contact Alison Bogle, Marketing Manager, at Alison.Bogle@imsresearch-usa.com or +1 412-441-1888.