

HDTV Market to Reach 255 Million Households in 2013

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The IMS Research study *The Worldwide Market for High-Definition TV Equipment & Services* ^ 2008 Edition reveals that an estimated 45 million households worldwide received HDTV service via DTH, cable, IPTV and DTT at the end of 2007 with approximately the same number of HDTV sets shipping during the year. IMS Research forecasts that 255 million TV households worldwide will be watching HDTV by the end of 2013, including video households viewing only pre-recorded non-broadcast programs. IMS Research also expects the Blu-ray Disc market to experience strong growth during the next five years, particularly as Blu-ray Disc drives in new PCs become more common, reaching a forecast \$46 billion in revenues in 2013.

Shane Walker, research analyst and author of the study, states, ^DTH continues to be the leading platform for HDTV service uptake due to its rapid transition from analog to digital households and increased HD content availability. HD DTH households are forecast to grow on average at 27.5% annually, reaching 97 million households at the end of 2013. The most significant service uptake is expected prior to 2010, after which time the HDTV household growth rate is expected to fall below 30% annually.^ Walker adds, ^Approximately 62% of the worldwide cable households are located in the Asia Pacific region. Because of this, the slow conversion from analog to digital cable TV service in the Asia Pacific region is significantly skewing the worldwide forecast for HD cable households.^

In addition to analysis of operator and broadcaster HDTV offerings in six major regions and 19 markets, this study provides forecasts through 2013 for HDTV households on all platforms as well as shipments and revenues for HD STBs, HD DVRs, blue-laser devices (CE and PC), and HDTV sets by resolution.

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