

Pay TV Piracy In Asia Continues To Rage

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Despite some gains in cracking down on pay TV piracy, the issue continues to be a major thorn in the side for Asia's pay TV operators.

In the past year the pay TV industry has lost an estimated US\$1.94 billion in revenue to piracy, higher than last year's estimates of \$1.75 billion.

"Pay TV is becoming more attractive, but that means more people want to steal," said Simon Twiston Davies (pictured), CEO of the Cable & Satellite Broadcasting Association of Asia.

CASBAA's annual pay TV piracy survey of 15 Asia Pacific markets shows that previously hidden pockets of piracy are emerging. But government intervention in markets like Hong Kong is helping to stem the issue.

Piracy numbers in Hong Kong and Manila have declined as investments in digital technology have made it more difficult to steal.

But despite the piracy issues, new CASBAA data shows subscription TV rates across Asia Pacific continue to grow, with 326 million subscribers, 26 million more homes than 2008.

CASBAA estimates show that subscription TV in Asia now reaches more homes than the rest of the world combined.

Digital TV subscriber numbers are also on a growth path, with 115 million homes carrying HD TV.

In the past 18 months 18 pay TV operators have launched in Asia. Â

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