Satellite Platform Leads in Worldwide HDTV Deployments

Contributed by IMS Research
Monday, 24 October 2005
Last Updated Monday, 24 October 2005

Satellite Platform Leads in Worldwide HDTV Deployments??

Austin, TX (October 4, 2005) â€“ IMS Research estimates that by the end of 2005, nearly 14 million households worldwide will be capable of watching HDTV programming. By 2010, this market is forecast to reach over 87 million households. Based on a recent study, The Future of High-definition Television, HDTV is becoming an important offering for cable and satellite TV providers. â€œMore operators in competitive digital TV markets are starting to look towards HDTV as a way to attract and retain premium subscribers,â€• commented Anna Hunt, research director at IMS Research. â€œOne of the challenges these operators face will be providing content in HD that is different and not just upconverted from existing SD channels.â€•

Availability and pricing of HDTV sets and HD set-top boxes will also play a key role if HDTV is to take off in new markets. Some key points from the study include the following:

1) Satellite services are expected to account for the largest share of worldwide HDTV households, when compared to other platforms. Satellite is expected to lead in both EMEA and Asia-Pacific regions.

2) The strength of HDTV over cable stems from this platformâ€™s success in the US. Bandwidth limitations, fragmented cable markets, and past financial troubles will be the main factors inhibiting HDTV rollout via cable in many parts of the world.

3) Some operators in the US are leasing HD DVRs to all DVR customers, in hopes to more-easily upgrade these subscribers to the HD programming tier. This strategy is likely to be seen more often as prices of HD DVR set-tops fall.

About IMS Research?

IMS Research is a leading provider of market research, business intelligence and consulting services, primarily to the electronics industry. Our services span a diverse range of sectors including semiconductors, wireless, consumer, automotive, medical, power & energy, security, mechatronics and automation.

Founded in the 1980s, IMS Research has established itself as a reliable and trusted source of market intelligence. Today we have 40 analysts spread across three locations: Austin/Texas, USA, London, UK, and Shanghai, China, enabling us to provide clients with comprehensive and detailed research on todayâ€™s global markets. Our customer list encompasses most of the household names in the electronics industry, including all top 10 semiconductor companies.??

http://www.imsresearch.com/?