

**The Worldwide Cable TV Market:  
Video and High-Speed Data Subscribers**

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## Report Summary

The most common cable TV service bundle continues to be the combination of cable video service and cable modem service. This fact has spurred cable TV operators around the world to expand the availability of these services, which in turn has driven subscriber totals for both services to new heights.

In March 2009, worldwide cable TV subscriber households reached 430 million, an increase of 4% over the past twelve months. Cable modem subscriber growth was even stronger, with subscriber totals reaching 85 million, an increase of 10 million over the past year.

This research report covers the markets for cable modem and cable TV video services. It discusses the technology standards and market dynamics for cable modem services around the world, provides regional and country-by-country subscriber data for cable modem services, and forecasts subscriber growth through 2013.

The report also profiles the growth of the worldwide cable TV industry by providing regional and country-by-country subscriber data for cable TV service, with a special emphasis on digital cable TV service. In addition, it forecasts both worldwide cable TV subscribers and worldwide digital cable TV subscribers.

### HIGHLIGHTS

- The combination of cable video service and cable modem service is the most common cable service bundle.
- Both services are experiencing solid subscriber growth. Cable TV subscriber households are increasing at 4% per year and now exceed 430 million worldwide. Cable modem subscribers, now numbering 85 million, are growing at a 14% annual rate.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

## Companies Mentioned in this Report

- Bright House Networks, Charter Communications, Comcast, Com Hem, Cox Communications, J:COM, KDG, Liberty Media, Megacable, Multicanal, Net Servicios, Numericable, Rogers Cable, Videotron, Virgin Media, and others.

## Whose Needs Does This Report Address?

- Cable TV equipment vendors
- Telco TV, satellite TV, and other multichannel TV service providers
- Broadband service providers
- Broadband CPE vendors
- Financial analysts

**What Questions Does This Report Answer?**

- How is the global economic crisis impacting the market for cable TV services?
- Which countries have the most cable TV subscribers?
- Who are the largest cable TV operators in the world?
- Which countries have the most cable modem subscribers?
- How will the market for cable TV video and high-speed data services grow in the future?

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## Methodology

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This research report covers the markets for cable modem and cable TV video services. It discusses the technology standards and market dynamics for cable modem services around the world, provides regional and country-by-country subscriber data for cable modem services, and forecasts subscriber growth through 2013.

The report also profiles the growth of the worldwide cable TV industry by providing regional and country-by-country subscriber data for cable TV service, with a special emphasis on digital cable TV service. In addition, it forecasts both worldwide cable TV subscribers and worldwide digital cable TV subscribers by geographic region through 2013.

Data collection and analysis for this report included primary and secondary research about cable modem and cable TV video services. Data was also collected from analyst conferences, cable operator and equipment vendor meetings, and from attendance at cable TV and/or communications trade shows.

Primary research included telephone conversations, in-person interviews, and electronic mail exchanges with cable TV equipment manufacturers and cable TV systems operators. In-Stat also conducts consumer surveys each year about cable TV services, and some of the findings from those surveys are incorporated into this report. Secondary research included a detailed analysis of the worldwide market demand for cable modem and cable TV video services. It also entailed examining existing cable modem and cable TV video services and technologies. To accomplish this, we made extensive use of public documents available on the Internet (e.g., financial statements, press releases, cable operator websites, and news articles).

Information was also collected from Reed Business Information's Electronics Group and Television Group. A significant amount of the secondary research data came from the following Reed Business Information publications: *Broadcasting & Cable*, *Multichannel News*, and *Variety*. Finally, extensive use was also made of In-Stat's Multimedia Broadband Infrastructure, Cable Industry, and Multimedia Broadband Services databases.

All revenue figures presented in this report are in US dollars.

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## Related In-Stat Reports

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- #IN0804053MBS    *34 Million Subscribers: Worldwide Cable Telephony Services Continue to Expand*, August 2008  
<http://www.instat.com/abstract.asp?id=288&SKU=IN0804053MBS>
- #IN0804057MBS    *Worldwide Broadband Subscriber Forecast*, October 2008  
<http://www.instat.com/abstract.asp?id=288&SKU=IN0804057MBS>
- #IN0804060MBS    *3Worldwide Telco TV Services 2008: Explosive Growth Continues*, December 2008  
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