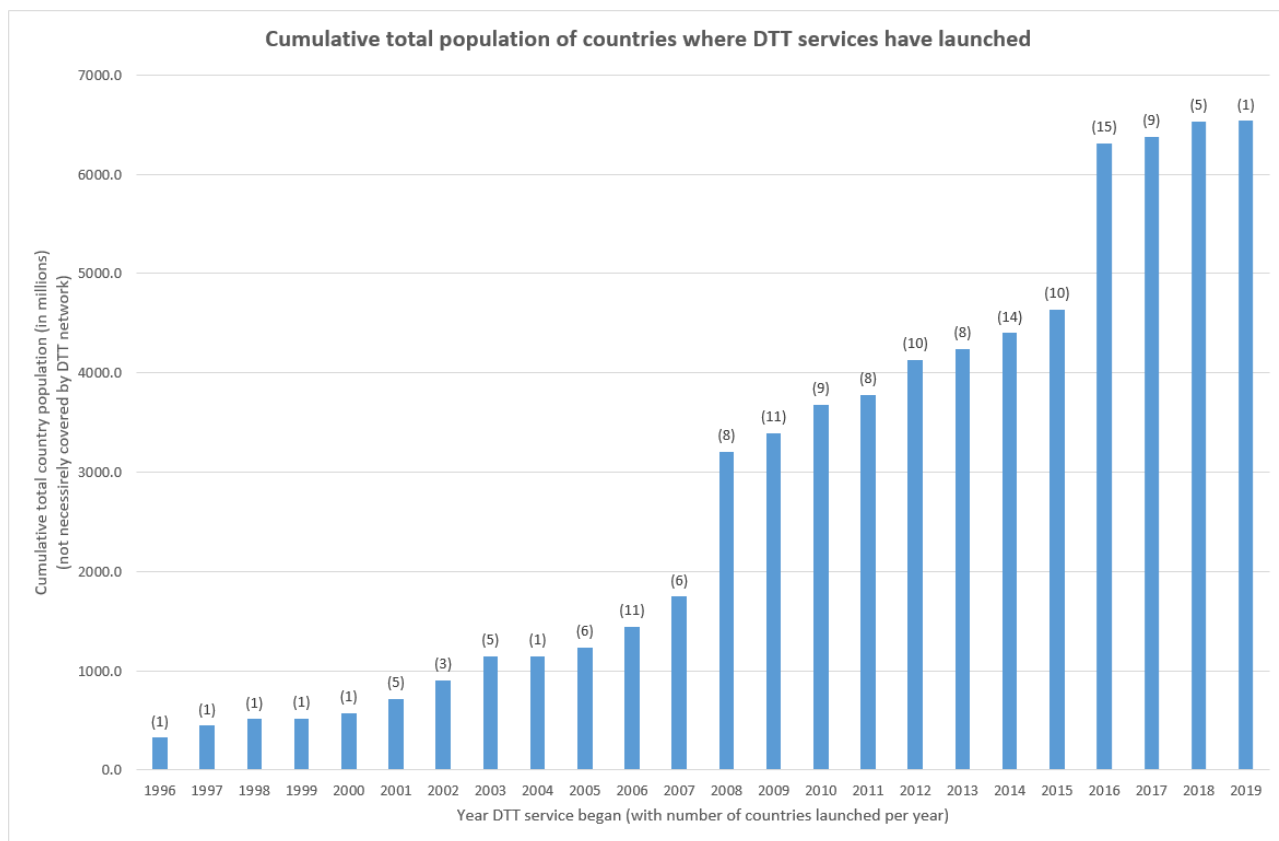


DTT: A GLOBAL SUCCESS STORY

Digital terrestrial television around the world.

STRONG PENETRATION

DTT services are on air in 150 countries, which together are home to almost 94% of the world’s population. In these countries, DTT is used in an average of 41% of TV households (n=105); the top quartile ranges from 60% to almost 90%.



Where network coverage data is available (n=95), the median population coverage for DTT networks is 95%. In three quarters of those countries, more than 80% of the population is covered by the DTT network.

RICH PROGRAMME OFFER

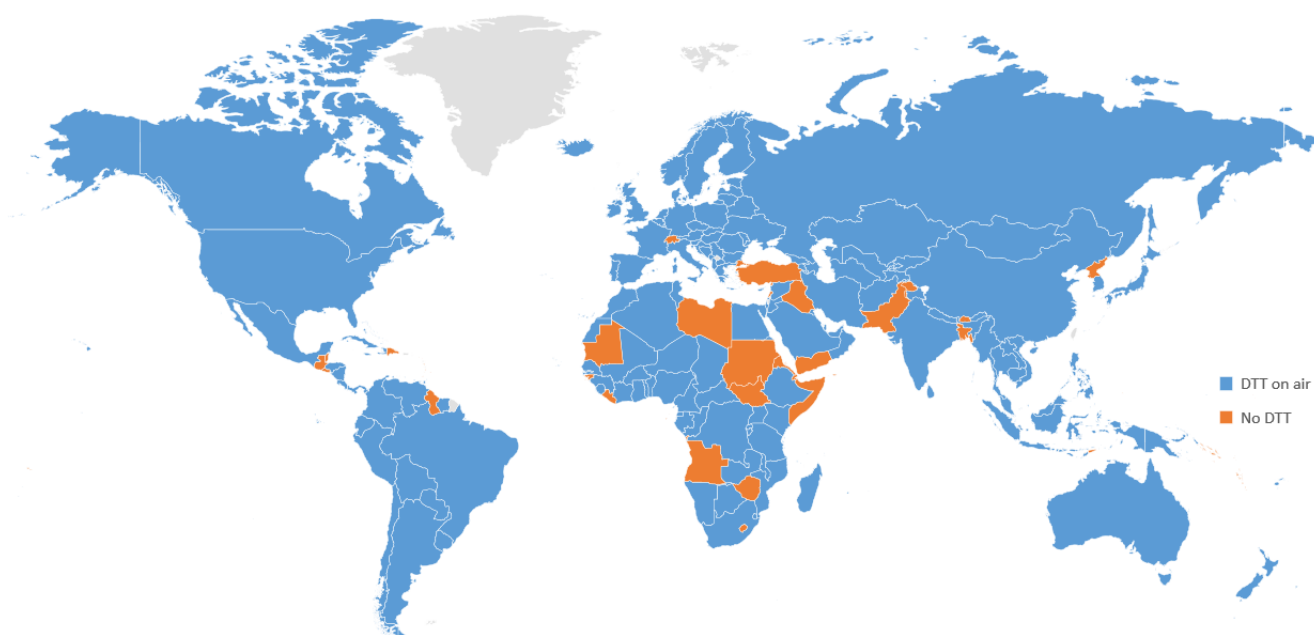
The diversity of market models chosen for DTT deployment around the world – free-to-air, payTV or a mix of both – has given rise to a rich programme offer, often underpinning resurgent local content markets.

The average number of national free-to-air programmes offered on DTT platforms (n=105) is 17, up to a maximum of 70. Where payTV is offered on DTT, the average number of programmes available per country (n=53) is 67, with a maximum of more than 160.

AN ESSENTIAL PLATFORM

Since the first services were launched in 1996, DTT has grown to be the most important means of delivering digital television to mass audiences.

Countries where DTT is on air



Analogue switch-off has been completed in 70 countries around the world. Many more will join them in the years ahead as DTT remains a strong and reliable platform for media delivery.

MORE INFORMATION

tech.ebu.ch/dtt

dvb.org/dtt

broadcast-networks.eu