

sometimes do. Consumers are increasingly willing to shift online activities to the TV. Watching online video has the highest potential conversion rate (62%) followed by weather updates (59%) and playing online games (57%).

"As we saw at the 2009 International CES, Internet-enabled devices are taking the consumer technology experience to the next level, and nowhere is this more pronounced than with television," said Shawn DuBravac, CEA's economist and director of research. "Consumers want more from their TV experience and marrying traditional television with Internet access is providing the next frontier of the television experience."

W Europe: 10m IPTV subs

Figures compiled for the Broadband Forum indicate that the Western Europe, Africa and Middle East regions showed strong IPTV growth of 45% in 2008. The report, prepared by industry analysts Point Topic, showed France as the largest IPTV market in the Western European region, with over half of the total 10.2m subscribers.

The IPTV figures – announced at IPTV World Forum in London – came at the same time as world broadband statistics for 2008 show a growth of 62.6m broadband lines to 410.9m lines. While overall growth was slower later in the year, several countries showed improved performance in the fourth quarter, including France, Italy, Germany, Austria, Singapore and The Philippines. Global IPTV subscriber totals have now reached 21.7m, which is an increase of 63% on the end of 2007 figures.

"During 2008, IPTV operators showed that TV over IP could be deployed on a large scale. Western Europe remains the largest single region for IPTV," said John Bonsell, senior analyst with Point Topic. "As expected, due to the global

economic situation, broadband growth slowed, however all countries experienced overall growth during the last year."

In terms of technology, DSL continues to be the most popular broadband access technology, although fibre has grown twice as fast as either cable or DSL in the 12 months to Q4 2008. This should continue, given the number of new implementations and consumer and business demand for higher speeds. Value added services such as IPTV are also proving to be strong drivers for FTTx uptake and have driven this technology through the 50m mark worldwide.

"This report shows that despite the economic situation the world is facing, the demand for both broadband and IPTV continues to expand," said George Dobrowski, chairman and president of the Broadband Forum.

Web-to-TV \$3bn in 2013

The under-35 adult population in the US has already adopted Web-to-TV video capability, reports In-Stat. Over 40% of young adult US households view Internet video on the TV at least once per month. Revenue from Web-to-TV streaming services will grow to \$2.9 billion in 2013.

"Once Web-to-TV video becomes simple and convenient, mass consumer adoption will follow quite rapidly," noted Keith Nissen, In-Stat analyst. "Our primary research shows that users want a variety of their consumer devices to enable a web-to-TV video experience."

Recent research by In-Stat found the following:

- Within five years, the number of US broadband households viewing Web-to-TV content will grow to 24m.
- Already, 29% of US 25 to 34 year olds with game consoles use the devices to watch streaming video off the Internet.
- In five years, there will be 7.4m US broadband