



IPTV GROWTH DOUBLES IN NORTH AMERICA IN 2008

Last quarter growth – at 19% - is the world's largest

25 March 2009, Fremont, CA – The Broadband Forum today announced the latest IPTV and broadband statistics, showing that the North American IPTV market has more than doubled in size in 2008 – with growth of 113 percent despite the global economic downturn.

The report, prepared for the Forum by industry analysts Point Topic (GBS database at <http://point-topic.com/home/gbs/>), also showed a very healthy 19 percent growth of IPTV inside the last quarter, well ahead of other IPTV-focused regions South and East Asia and Latin America, whose last quarter growth both showed 12 percent.

The IPTV figures – announced by the Broadband Forum at today's opening day of IPTV World Forum in London – come at the same time as world broadband statistics for 2008 show a 62.6 million line growth to 410.9 million lines. While growth slowed late in the year generally, compared to the same quarter in 2007, several countries showed improved performance in the third quarter of 2008, including France, Italy, Germany, Austria, Singapore and The Philippines.

IPTV global subscriber totals have now reached 21.7 million, which is an increase of 63 percent on the end of 2007 figures.

IPTV subscribers per region

Region	2007Q4_Total	2008Q4_Total
Western Europe	7,045,860	10,388,000
North America	1,774,671	3,835,544
South & East Asia	1,840,000	3,615,000
Asia-Pacific	2,199,828	3,082,182
Eastern Europe	465,223	884,466
Latin America	8,991	21,495
Middle East &	10,000	10,000

Africa		
Global Total	13,344,573	21,836,687

Source: Data provided for the Broadband Forum by Point Topic (www.point-topic.com)

"During 2008, IPTV operators showed that TV over IP could be deployed on a large scale," said John Bonsell, a Senior Analyst with Point Topic. "That has been the case particularly in the USA."

As expected, due to the global economic situation, broadband growth slowed, however all countries experienced overall growth during the last year.

Top ten broadband countries

	2007 Q4	2008 Q4
China	66,564,400	83,366,000
USA	69,964,758	79,074,123
Japan	28,425,700	30,325,900
Germany	19,897,616	23,425,150
France	15,555,068	17,503,518
UK	15,728,900	17,392,800
South Korea	14,709,998	15,474,931
Italy	10,860,650	12,170,080
Brazil	7,477,400	9,633,300
Canada	8,658,689	9,386,846

Source: Data provided for the Broadband Forum by Point Topic (www.point-topic.com)

Regionally, over the last quarter, Latin America (7.55 per cent), Eastern Europe (6.22 per cent) and Middle East and Africa (4.76 per cent) were the best percentage growth performers, although all regions continued to report growth of some extent.

Region broadband view and growth

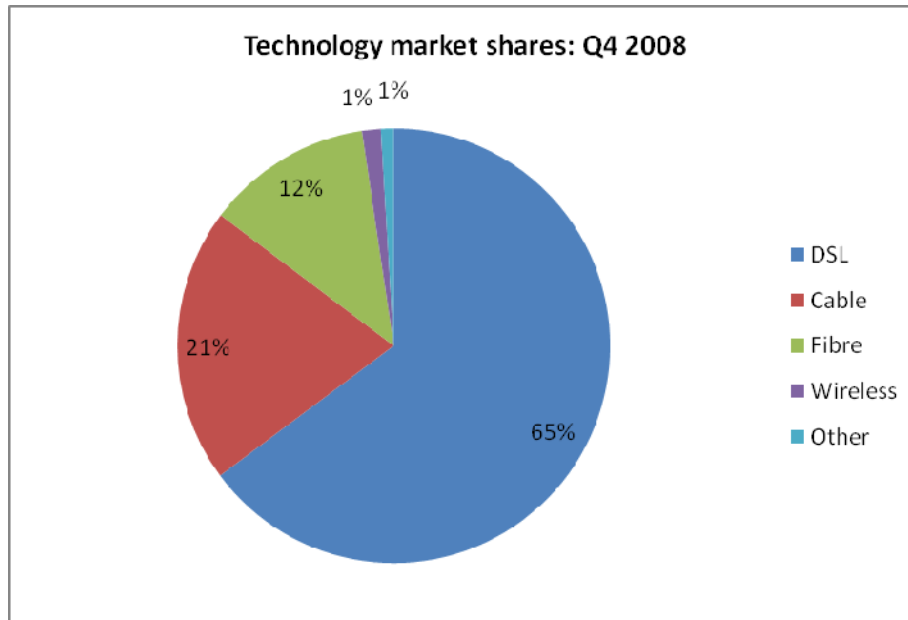
Region	2008 Q3	2008 Q4
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	Total	Total	Growth
Western Europe	102,489,320	105,699,114	3.13%
South and East Asia	90,222,776	93,496,395	3.63%
North America	86,185,061	88,460,969	2.64%
Asia-Pacific	61,940,241	63,285,165	2.17%
Latin America	24,191,462	26,018,927	7.55%
Eastern Europe	20,671,116	21,956,239	6.22%
Middle East and Africa	11,419,696	11,962,810	4.76%

Source: Data provided for the Broadband Forum by Point Topic (www.point-topic.com)

In terms of technology, DSL continues to be the most popular broadband access technology, although fiber 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 50 million mark worldwide.

Technology market share



Source: Data provided for the Broadband Forum by Point Topic (www.point-topic.com)

“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.

“The Forum continues to drive broadband innovation, and with the recent release of BroadbandSuite 3.0, which provides new IPTV management and fibre integration tools, we continue to ensure that the industry has all the tools and specifications it needs to optimise networks and to capture the full potential of broadband worldwide.”

For further information about the Broadband Forum and the BroadbandSuite 3.0 mentioned here, check out www.broadband-forum.org.

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About the Broadband Forum

The Broadband Forum mission is to develop the full potential of broadband. Focused on home-to-core network and management solutions, our standards empower providers to achieve more with their broadband deployment. Established in 1994 as the ADSL Forum and later as the DSL Forum, the Broadband Forum has seen its work over the past 15 years evolve from addressing physical layer ADSL transport specifications to advanced transport and management specifications for all forms of broadband. The Broadband Forum’s formal BroadbandSuite™ Release Program and all technical reports are publicly available at www.broadband-forum.org.