



## **IPTV DEPLOYMENTS MORE THAN DOUBLE IN A YEAR AS BROADBAND CONTINUES TO ACHIEVE STRONG GROWTH**

***North America continues to dominate global broadband market with 16% of world subscribers***

***Broadband Reaches 313 Million Subscribers***

**Berlin, Germany, 8 October 2007** – The DSL Forum today announced new broadband and IPTV statistics at the Broadband World Forum Europe in Berlin. The statistics, prepared for the DSL Forum by industry analyst Point Topic, show that the number of people using IPTV services increased by 179 per cent in the 12 months to 30 June 2007. On the broadband access side, DSL continues to dominate with almost 66 per cent of subscribers using this technology.

Over eight million people are now connected to IPTV services. Europe added over three million subscribers in the 12 months to 30 June 2007, making it the strongest market both in terms of growth (231 per cent in 12 months) and total subscriber numbers (almost five million by 30 June 2007).

### **IPTV subscriber growth worldwide, first half year 2005, 2006 and 2007**

<b>Region</b>	<b>H1 2005</b>	<b>H1 2006</b>	<b>H1 2007</b>
Europe	521,000	1,505,000	4,984,000
Asia Pacific	612,000	987,000	2,176,000
Americas	267,000	409,000	1,069,000
Other users	70,000	50,000	0 <sup>1</sup>
<b>Total Worldwide</b>	<b>1,470,000</b>	<b>2,950,000</b>	<b>8,229,000</b>

*Source: Data provided for the DSL Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))*

“Top markets like France (2,550,000 customers) and Hong Kong (938,000 customers) show that IPTV can be deployed rapidly to large numbers of subscribers, if the market conditions are right,” said Point Topic Senior Analyst John Bosnell. “On the demand side, competitive and clear bundle pricing and content deals will help to attract customers to IPTV services, while on the supply side, making IPTV easier to install and develop will help to deliver IPTV services to a wider subscriber base.”

Bosnell continues, “Developing and agreeing standards will help to simplify the delivery process and drive higher take-up in other markets too.”

IPTV is an important focus for the DSL Forum: the Forum’s BroadbandSuite focuses on areas critical to the successful deployment of IPTV services and current work addresses

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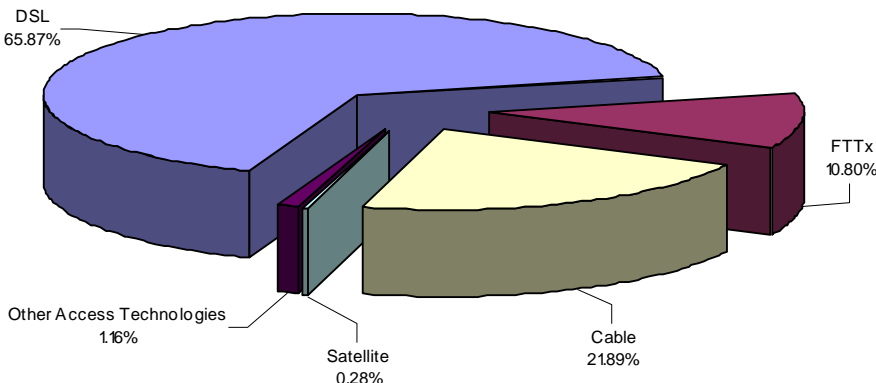
<sup>1</sup> In 2005-2006 the ‘Other users’ category was estimated on the basis of trial information and supplier shipments; in 2007 this category has become unnecessary as official reporting has increased.

transport improvements around VDSL2, policy control framework and network performance improvements, as well as home networking optimisation, including IPTV remote management and Set Top Box (STB) initiation advancements.

**DSL continues to dominate Broadband Growth**

DSL remains the most popular access technology, with over 200 million of the world’s 313 million broadband subscribers connecting via DSL. The global market share of broadband technologies remains largely unchanged from December 2006, with almost 22 per cent of subscribers using cable, and just over 10 per cent using FTTx.

**Key broadband access technologies at 30 June 2007**



Source: Data provided for the DSL Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))

**Snapshot of Regional Broadband Growth to 30 June 2007**

Region	Population	Households	2006Q2		2007Q2	
			Total	%HH	Total	%HH
Western Europe	398,310,547	165,697,652	67,461,875	40.71%	86,531,238	52.22%
North America	330,619,497	127,003,000	58,732,969	46.25%	71,623,711	56.40%
South and East Asia	2,664,913,577	635,489,000	48,874,874	7.69%	64,985,787	10.23%
Asia-Pacific	646,062,076	184,400,400	50,267,391	27.26%	54,316,955	29.46%
Latin America	473,693,999	123,582,000	10,775,964	8.72%	15,642,526	12.66%
Eastern Europe	313,774,369	115,125,202	8,242,896	7.16%	13,114,948	11.39%
Middle East and Africa	413,055,261	80,795,000	4,873,442	6.03%	7,427,406	9.19%
Other	501,220,834	132,324,400	3,700	0.00%	10,000	0.01%

Western Europe continues to have the most broadband users, with 72 million of the 86 million broadband subscribers using DSL. The Eastern Europe DSL market, while small (less than 14 million), is the region with the strongest growth (over 60 per cent in the 12 months to 30 June 2007). The USA has the most broadband subscribers (over 63 million), but China tops the DSL subscriber list with over 44 million of its 59 million broadband users connected via DSL. 15 countries now have over three million DSL subscribers, and 29 have over one million subscribers, with Portugal passing the one million mark in the second quarter of 2007.

**A breakdown of broadband access technologies in the top 10 countries by number of broadband subscribers at 30 June 2007**

Country	Q2 2006	Q2 2007					
	Total	DSL	FTTx	Cable Modem	Wireless	Total	Growth
USA	51,571,483	27,615,996	1,743,620	32,951,100	1,087,600	63,408,156	22.95%
China	45,061,000	44,757,000	14,154,040	620,000		59,531,040	32.11%
Japan	27,175,800	13,788,000	9,682,000	3,649,100	132,100	27,251,200	0.28%
Germany	12,474,366	16,893,700	35,150	655,338	70,600	17,654,788	41.53%
UK	11,631,608	11,282,088	1,400	3,201,900	35,600	14,520,988	24.84%
South Korea	12,770,911	4,878,857	4,457,914	5,103,804	3,498	14,444,073	13.10%
France	11,078,248	13,550,000	30,600	690,000		14,270,600	28.82%
Italy	7,856,917	9,577,000	270,000		105,000	9,957,650	26.74%
Canada	7,151,486	3,903,683		4,272,872		8,176,555	14.33%
Spain	5,847,244	5,898,900	5,701	1,560,371		7,464,972	27.67%

Source: Data provided for the DSL Forum by Point Topic ([www.point-topic.com](http://www.point-topic.com))

“Today’s figures highlight that services such as IPTV, which have held the promise of increased revenues and reduced subscriber churn for a number of years, are finally becoming a reality for millions of people,” said Robin Mersh, chief operating officer at the DSL Forum.

“The figures also illustrate that DSL remains a vital tool in the successful delivery of bandwidth-hungry bundled services. The DSL Forum continues to play a critical role in aiding the mass global deployment of IPTV through our development of specifications that not only facilitate increased speed and bandwidth offered by DSL technologies, but also ensure a standardised approach to network management and the interoperability of customer premise equipment, regardless of access technology.”

Ends

**NOTES TO EDITORS**

Robin Mersh, Chief Operating Officer at the DSL Forum, will be available to discuss the latest statistics, the current IPTV market drivers and the Forum’s ongoing and future work, such as recent IPTV standards and their impact on the digital home and the next generation access network.

Robin will also participate in the workshop ‘Digital Home: Evolving the Home Networking Environment’, which takes place 10.00 am, on Monday 8th October at the Broadband World Forum Europe.. For session logistics, please visit: [http://www.iec.org/events/2007/bbwf/conference/workshop\\_2.html](http://www.iec.org/events/2007/bbwf/conference/workshop_2.html).

To arrange a meeting please contact Louise Hatton or Natalie Saville on +44 (0)115 948 6901 or email [louise@bcspr.co.uk](mailto:louise@bcspr.co.uk) or [natalie@bcspr.co.uk](mailto:natalie@bcspr.co.uk).

The Broadband World Forum Europe is taking place at the Estrel Convention Centre, Berlin, Germany, between Monday 8<sup>th</sup> and Thursday 11<sup>th</sup> October 2007.

For more information about today’s statistics, please visit <http://point-topic.com/home/press/dslanalysis.asp>.

**ABOUT THE DSL FORUM:**

The DSL Forum is a global organization committed to rapidly creating specifications for service providers and vendors that accelerate the deployment of broadband networks, ensure successful device interoperability, and facilitate efficient delivery and management of advanced IP services to the

customer. By forging agreements on common technical requirements and embracing new applications, the Forum works to streamline processes, define specifications, and share best practices that set the stage for effective deployments and explosive global DSL growth. Established in 1994, the DSL Forum is an international industry consortium of over 200 leading service providers, equipment manufacturers and other interested parties. Please visit [www.dslforum.org](http://www.dslforum.org) for more information.

**MEDIA CONTACT:**

Louise Hatton  
BCS Public Relations  
+44 (0)115 948 6901  
[louise@bcspr.co.uk](mailto:louise@bcspr.co.uk)