

# Turning point for pay-TV providers

A shift in viewing habits could lure millions of viewers away from cable providers, with demand for internet protocol TV – which invests in premium exclusives to attract subscribers – doubling within five years

Global pay-TV market share

Cable

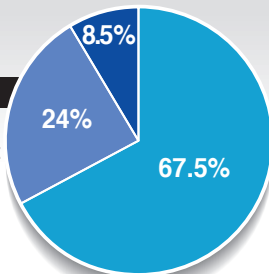
Satellite

IPTV



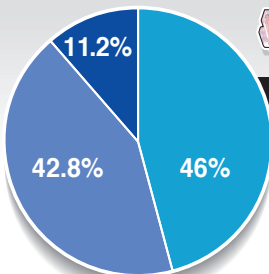
2012

Pay-TV households:  
**843.4m**  
of which  
IPTV  
**71.8m**



2017

Pay-TV households:  
**1.26bn**  
of which  
IPTV  
**140m**



**huluPLUS** **amazon.com**

**NETFLIX**

## Hulu Plus

Subscribers: **4 million** (U.S., JPN)

Cost: **\$9.99/month**

Revenue: **\$695m** (Q1, 2013)

Video/audio quality: **720p\* maximum, stereo sound**

Commercials: **Yes**

Original premium content: **13 series including *The Awesomes*, *Mother Up!***

Content budget: **\$500m**

## Amazon Prime

**10 million**

**\$79/year** (\$6.58)

Undisclosed

720p maximum, Dolby Digital Plus 5.1 surround sound

No

***Alpha House*, *Betas*, plus three children's series**

**\$250m**

## Netflix

**40.29m** (41 countries)

**\$7.99/month**

**\$1.1bn** (Q3, 2013)

"Super HD" 1080p, 3D streams, Dolby Digital Plus 7.1

No

Five new series, inc. Emmy winner ***House of Cards***

**\$300m** (to be doubled in 2014)

\*720p is signal format with 720 horizontal lines, 1080p has 1,080 lines

Sources: Digital TV Research, IDATE, company reports

© GRAPHIC NEWS