

Mercato TV HD - Previsioni

000s	2005	2006	2007	2008	2009	2010
Austria	55	209	491	850	1,315	1,745
Belgium	69	373	747	1,158	1,693	2,174
Denmark	45	173	372	610	916	1,245
Finland	21	147	341	571	865	1,195
France	473	2,099	4,520	7,520	11,096	14,624
Germany	582	2,661	5,387	9,038	13,529	17,805
Greece	13	46	139	315	562	902
Ireland	19	97	216	375	578	786
Italy	242	1,133	2,590	4,958	8,137	11,523
Luxembourg	3	13	31	50	73	93
Netherlands	155	719	1,466	2,340	3,409	4,369
Norway	44	229	500	812	1,181	1,484
Portugal	21	81	224	433	690	1,014
Spain	240	1,180	2,737	4,653	6,926	8,985
Sweden	61	397	914	1,405	2,065	2,678
Switzerland	83	385	706	1,065	1,531	1,930
UK	620	2,857	6,506	10,740	15,692	20,423
Total	2,746	12,799	27,869	46,892	70,258	92,975

Dati internazionali sul numero di famiglie dotate di televisori HD

I televisori HD ready sono più che raddoppiati in un anno

Entro il 2010 è prevista una ulteriore crescita dell' 250%



Fonte : Screen Digest

Canali HD – Previsioni sugli accessi

HD & HD Programming Consumer Access By Country '06 - '07

Region	Country	Total Population (MM)	Number of Households (MM)	CONSUMER HIGH DEFINITION ACCESS		
				Volume	HH Penetration	% change Yr on Yr
North America	USA	294	115	25	22.7%	60.7%
	Canada	33	13	4	33.8%	75.9%
Europe	Belgium	11	4.5	1	19.2%	128.9%
	Netherlands	17	7	2	22.5%	120.8%
	France	61	26	5	18.6%	118.7%
	Germany	83	40	5	14.1%	102.4%
	Italy	59	23	3	11.1%	128.6%
	Spain	41	16	3	16.9%	124.6%
	Sweden	9	4	1	21.7%	130.1%
	Denmark	6	3	0	15.3%	117.4%
	Finland	5	2	0	15.0%	134.6%
	Norway	5	2	1	24.9%	120.9%
	Russia	141	54	N/A	N/A	N/A
	UK	60	26	6	24.2%	125.8%
EMEA	Japan	128	49	10	20.9%	103.6%
	Australia	21	8	1	14.5%	131.1%



Fonte : Screen Digest

Crescita della base HW blu-ray

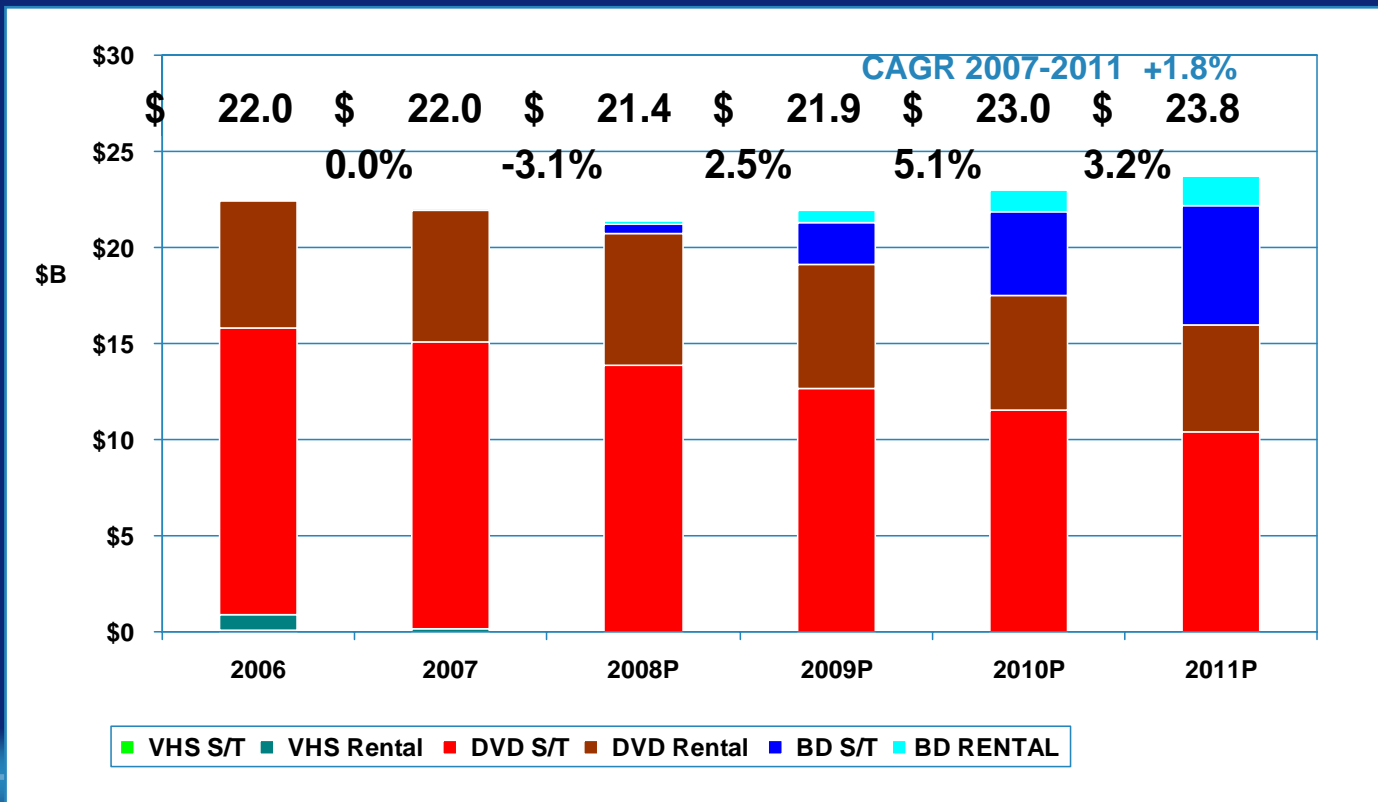
US Market					
M Units	Year 1	Year 2	Year 3	Year 4	Year 5
	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
DVD CE players	0.5	2	5	12	21
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
BD CE players	0.4	3	9	18	27
BD-PS3s	2.5	7	13	20	25

International Markets					
M Units	Year 1	Year 2	Year 3	Year 4	Year 5
	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
DVD CE players	0.2	1	2	5	13
	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
BD CE players	0.2	1	6	14	24
BD-PS3s	4	10	18	24	30

Fonte : Screen Digest

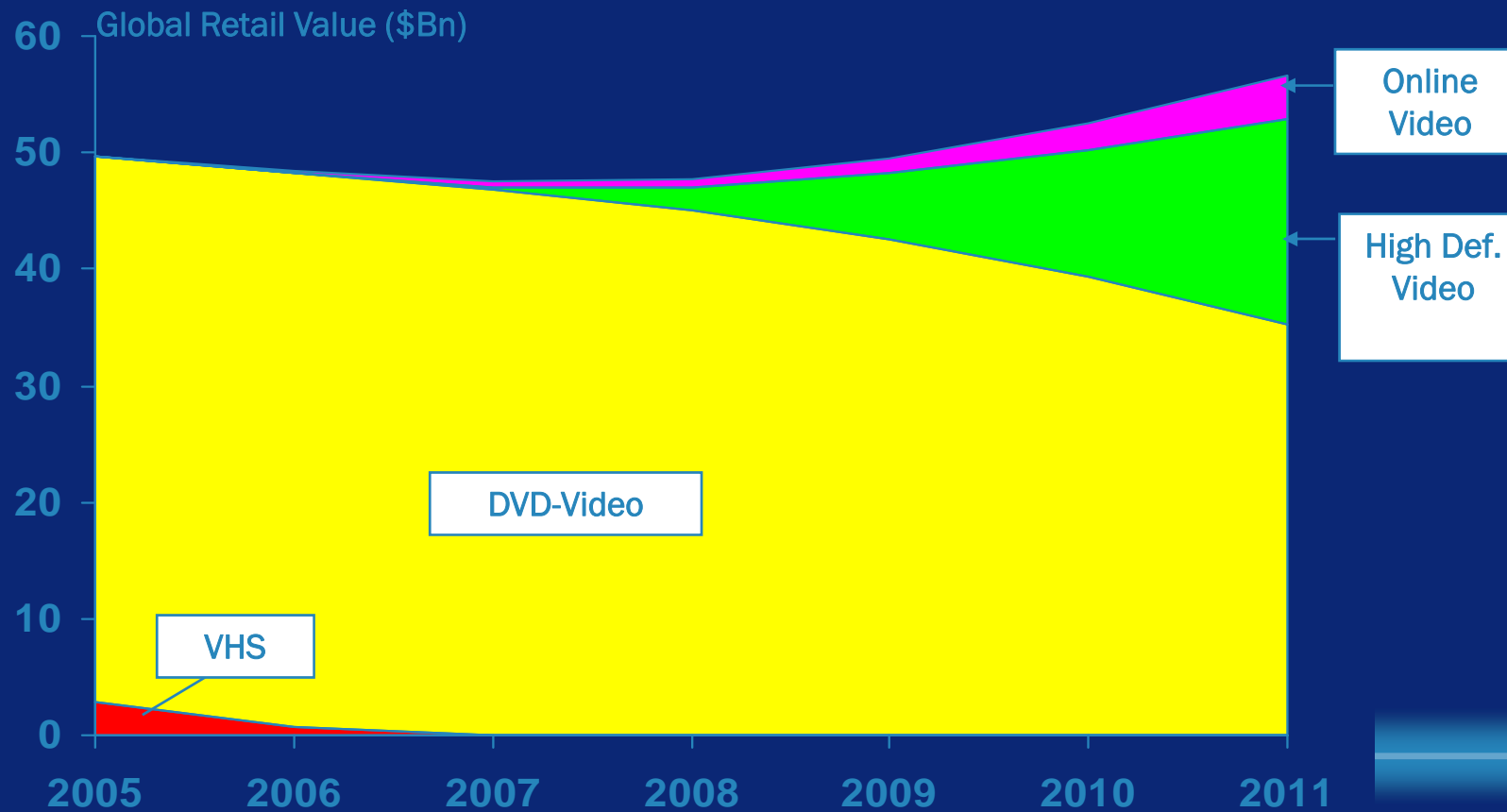


Il mercato home video e il blu-ray: previsioni internazionali



Fonte : Screen Digest

Blu-Ray sell through vs DVD e Online: previsioni



Fonte : Screen Digest

