

Connected TVs to Reach Nearly 600m by 2017

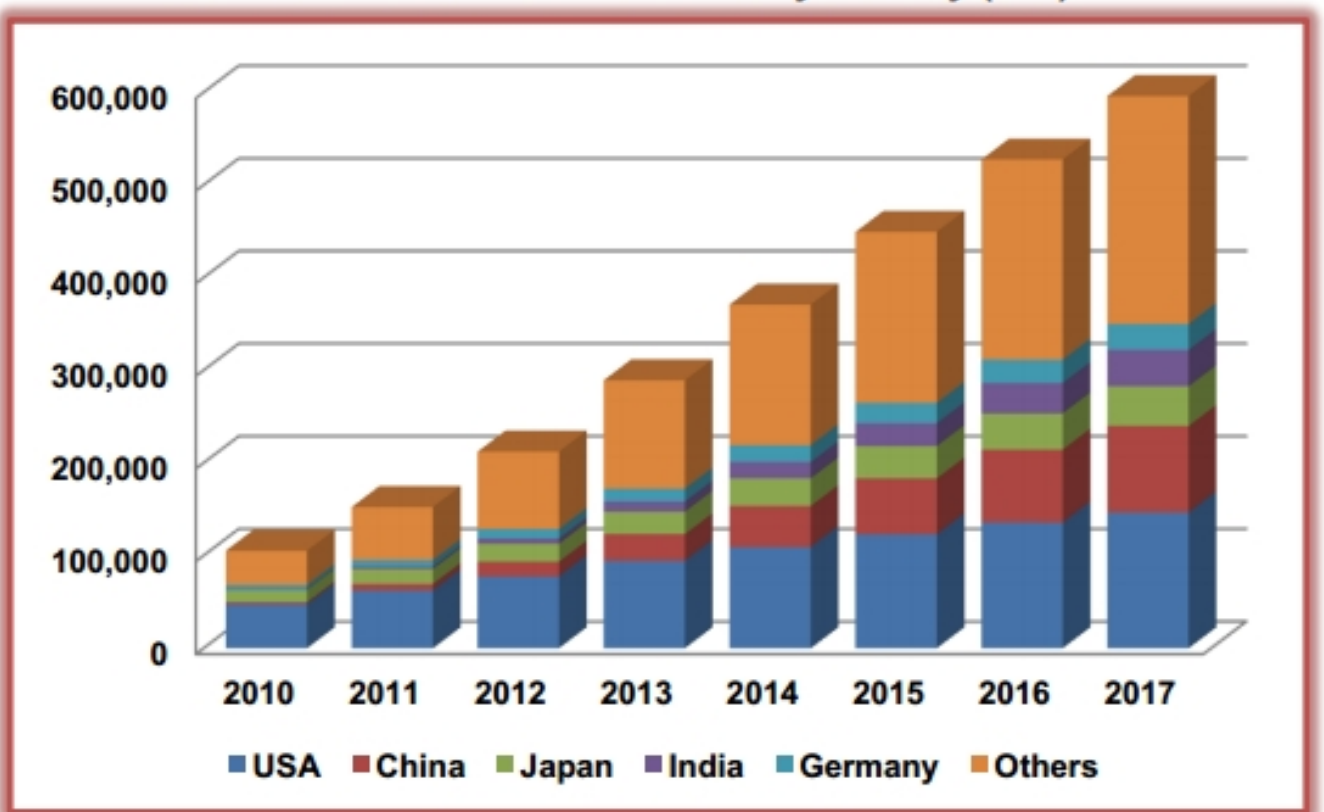
Written by Marco Attard
13. 11. 2012

According to Digital TV Research internet-connected TVs will reach 569 million worldwide by 2017-- up from 105m in 2010 and a forecast 212m units for 2012.

The report covers 40 countries and forecasts connected TV penetration will total 21.4% of global TV sets by 2017, up from just 4.7% on 2010 and 8.9% in 2012. Norway should have the 2nd highest 2017 penetration rate (37.7%) as it closely follows the US (38.1%).

The US currently leads in 2012 connected TV numbers with 78m units, a numbers set to reach 147m by 2017.

Global connected TV forecasts by country (000)



Source: Digital TV Research

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"There has been something of a backlash against smart TV sets over the last year as critics argue similar-- or even better-- offers are available on tablets or even smartphones," Digital TV says. "These deficiencies are likely to be addressed reasonably soon as connected TV becomes mainstream. Unsurprisingly, the bulk of online usage via connected TVs is TV-related."

Games console are currently the most popular means of connecting TVs online, accounting for 57% of the 2010 total-- but connected TV sets are set to overtake consoles by end-2012 (reaching 84m units), before taking over 41% of the 2017 total.

The analyst forecasts connected games consoles will reach 138.4m by 2017, up from 82.2m in 2012 thanks to anticipated launches of new versions of current consoles during the 2012-2014 period.

Connection via pay TV STB also has "plenty of potential," as providers launch gateway services across a number of European properties this year. Retail STBs of the Google TV/Roku/Apple TV variety remain a mostly US phenomenon, even if 2012 sees a number of international launches.

Blu-ray players are also "important" for connected TV expansion, with 76.1m connections forecast by 2017.

Go [Connected TV Forecasts \(Digital TV Research\)](#)