

## The Connected TV Boom

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Global connected TVs are set to total 759 million-- or 26.8% of overall TVs-- by 2018 Digital TV Research reports, up from 115m units on 2010 and 307m predicted for 2013.



"Connected TV is undergoing the largest upheaval in its short history," the analyst says. "The introduction of affordable devices such as Google's Chromecast and Sky's Now TV are shaking up the market, with connected TV set manufacturers already reducing their prices as a reaction to this increased rivalry. The introduction of 3 next-generation games consoles adds further competition."

The number of sets connected via streaming/retail STBs should total 126m in 2018, up from 34m in 2013, while smart TV sets should account for 34% (or 259m units) of overall 2018 connected sets.

Blu-ray players are also important, if relatively limited, making 81m connections according to the 2018 forecast. On the other hand Pay TV is still to take off, as Digital TV Research forecasts 117m TVs will access the internet via pay TV STB by end-2018.

Go [Massive Boom Forecast for Connected TV \(Digital TV Research\)](#)