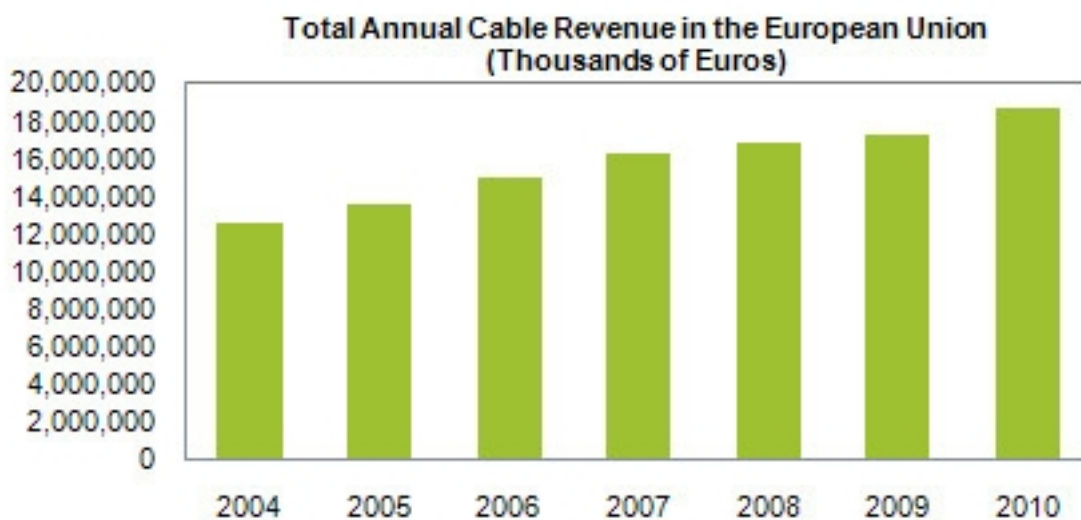


EU Cable Market Grows On

Written by Marco Attard
13. 09. 2011

IHS iSuppli reports the European cable market continues growing in 2010, with EU revenues reaching €18.7Bn and 7.9% Y-o-Y growth.

The analyst attributes the growth to strong growth in digital TV, broadband and telephony subscribers-- with individual service subscriber contracts reaching 101.1M (up by 3.2% from 97.9M in 2009).



Source: IHS Screen Digest Research, September 2011

Digital subscriber numbers for 2010 grow by 15.8% Y-o-Y, telephony subscribers by 10.8% and internet users by 10.5%.

Such numbers show the European cable market resisting the "cord cutting" trend according to iSuppli, where customers cancel their pay TV services in favour of internet-based alternatives.

However cable providers should not rest on their laurels-- the numbers are also a reminder of the importance of investments in fiber-rich, high-speed networks.

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