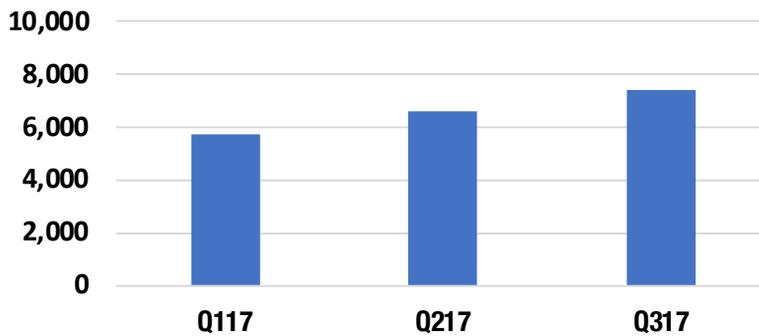


Linear OTT Pay TV subs in Europe reached 7.4 million end September 2017

According to Dataxis latest research, linear OTT Pay TV market in Europe reached 7.4 million subscribers at the end of September 2017. This represents a growth of 13% compared to the previous quarter.

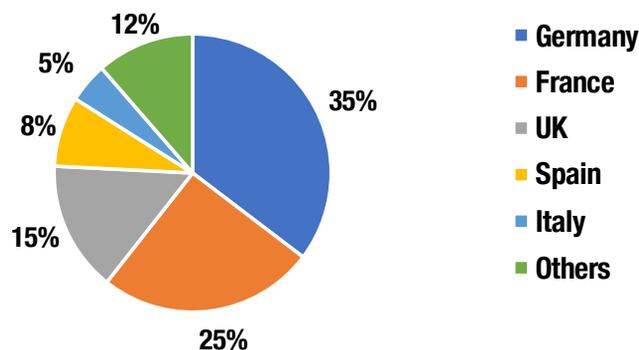
Linear OTT Pay TV subscribers



Since the past years, the number of Linear OTT offers has been increasing, driven by the growth observed in offer specialized in sports and kids' content.

OTT sports platforms, such as Bein Sport Connect, Eleven Sports or Dazn managed to attract a significant number of sports fans crowd which represents around 25% of the total Linear OTT subscribers as of Q3 2017.

Market share of Sport OTT subscribers



Western European countries are leading the sport OTT market with Germany (35%), France (25%) and the U.K. (15%). As sports events are a key driver to TV subscription, it is still to be seen whether this growth will continue at the expense of the traditional Pay TV offer.

By Wassana Sengsavang

FOR MORE INFORMATION

Wassana Sengsavang, Market Analyst, Europe | Email: wassana.sengsavang@dataxis.com

Valerie Viaud, Head of Marketing Communications | Email: pr@dataxis.com

ABOUT DATAxis

Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit www.dataxis.com | Press Release <https://goo.gl/PPr8K3> January 2018 | ©2017 Dataxis - All rights reserved.