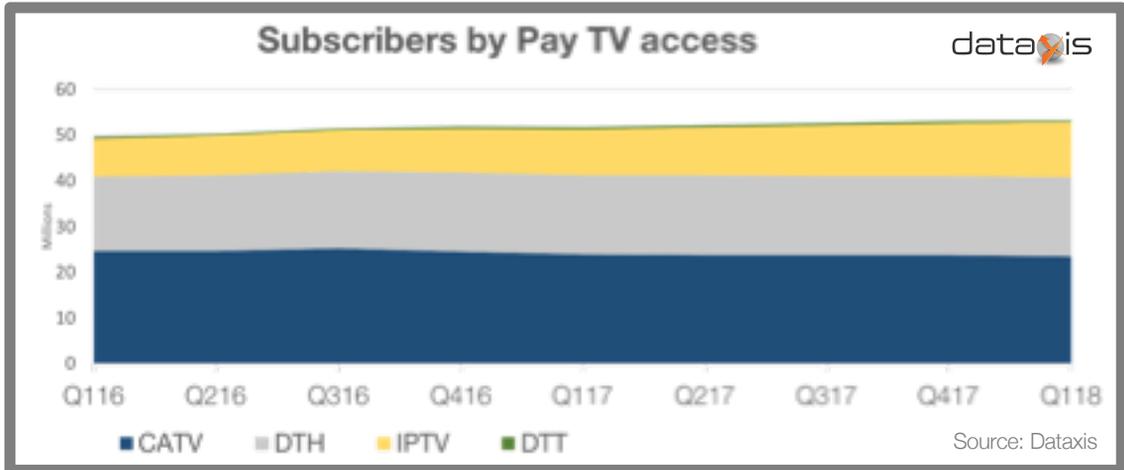# Pay TV subs reached 52.5 million in Q1 2018 in former European USSR countries

According to Dataxis latest research, Pay-TV subscriptions in former European USSR countries* reached 53.2m in the first quarter of 2018, a 3% YoY growth. In line with global trends, cable TV is declining in all countries of the region (-2% YoY).

However, cable remains the most common way of accessing Pay TV content with 44% of connections at the beginning of 2018. The share of Cable TV is higher in Ukraine, Armenia, Lithuania and Moldova. For some smaller size operators in these countries, more than half of the subscriber base is still using analogue signal. According to industry players, 100% migration of subscribers towards digital is not going to happen before two to three years.
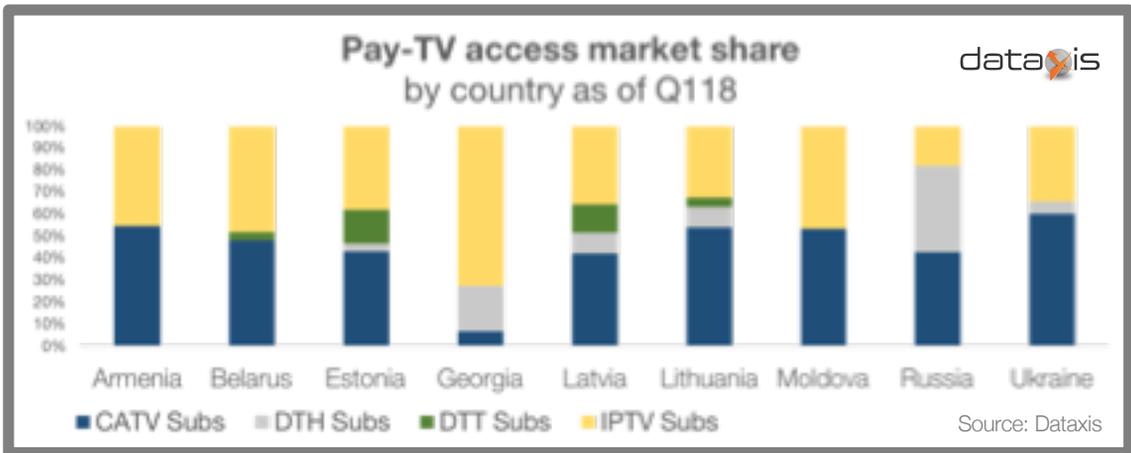
The strongest growth is coming from IPTV (+19%), with successful operators such as Rostelecom in Russia, OLL TV in Ukraine and Beltelecom in Belarus. The penetration of this technology among Pay-TV subscribers is also particularly strong in Georgia, where it is driven by broadband expansion.

Lithuania, Latvia, Estonia, Belarus, Russia, Ukraine, Moldova, Georgia, Armenia

By Juliette Boulay

FOR MORE INFORMATION

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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 |

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