

## **Canalys launches IPTV Analysis for EMEA**

### **– Welcomes senior analyst Nadia Griffiths to its growing team**

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**For immediate release**

Leading telecommunications service providers have been investing heavily to roll out next generation networks across Europe, with the hope that they can sell television content alongside their core voice and data services. France and Italy have been the earliest adopters of these IPTV services, with this uptake driven by small, nimble service providers such as Fastweb and Free. 2007 will be the year when IPTV enters the mainstream in most other European countries, with giants such as Deutsche Telekom and BT poised to engage aggressively.

The capital investments in networks have been made, and the technology is mostly ready, but now the challenges really start. Questions are being raised relating to the competitive landscape, business models and user experiences. Everyone in the industry needs to find answers to some fundamental questions, including what will make customers switch to IPTV when their existing services may be thought good enough? Can content be used to differentiate the service, and if so then how successful will the telcos be at securing exclusive access? Will IPTV be boosted by the arrival of high-definition (HD), or hindered? And which add-on services will customers actually pay for?

These questions become particularly challenging when considered across EMEA, because the dynamics of each country are so different. Sometimes the competition comes from digital satellite or cable, or even multi-channel analogue services. Even more importantly, content is language dependent and regulation is national, so expertise and negotiations are required in each and every country an IPTV provider chooses to operate.

Canalys today announces the launch of its IPTV Analysis service for EMEA, to help shed light on these unique challenges and opportunities. This new continuous service provides clients with insight into the issues facing service providers and hardware and software vendors active in the IPTV sector. It looks at IPTV market opportunities for service providers and vendors, business models, success stories, case studies and end-user behaviour.

The IPTV Analysis EMEA service is run by Nadia Griffiths, who recently joined Canalys as a senior analyst. She commented, “Service Providers’ IPTV strategies vary considerably from one market to another. The IPTV business is still in an embryonic form, and the fast pace of its development is set to offer service providers, hardware vendors and software companies numerous opportunities for revenue creation. Timely

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development of successful IPTV strategies by service providers and vendors will define how much companies are able to benefit from this fast-changing market. Canalys' approach will ensure that clients have the up-to-date information necessary to support their planning activities."

Clients of the service will receive monthly analytical reports, quarterly market statistics and presentations, supporting research databases, annual forecasts and unlimited analyst enquiry support. Topics covered will include: profiles of the leading IPTV service providers; content and advertising business models for service providers; IPTV regulation; software providers for IPTV platforms; country demographics and economic landscapes; reports on key IPTV market events; IPTV subscriber numbers and revenues; digital broadcasting subscribers; and TV-enabled mobile devices.

### **About Canalys**

Canalys specialises in delivering high quality market data, analysis and advice to the world's leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

### **Receiving updates**

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