

Cable Congress 2017

Industry Figures

Data provided by IHS



Cable
Congress 2017

8-9 March 2017

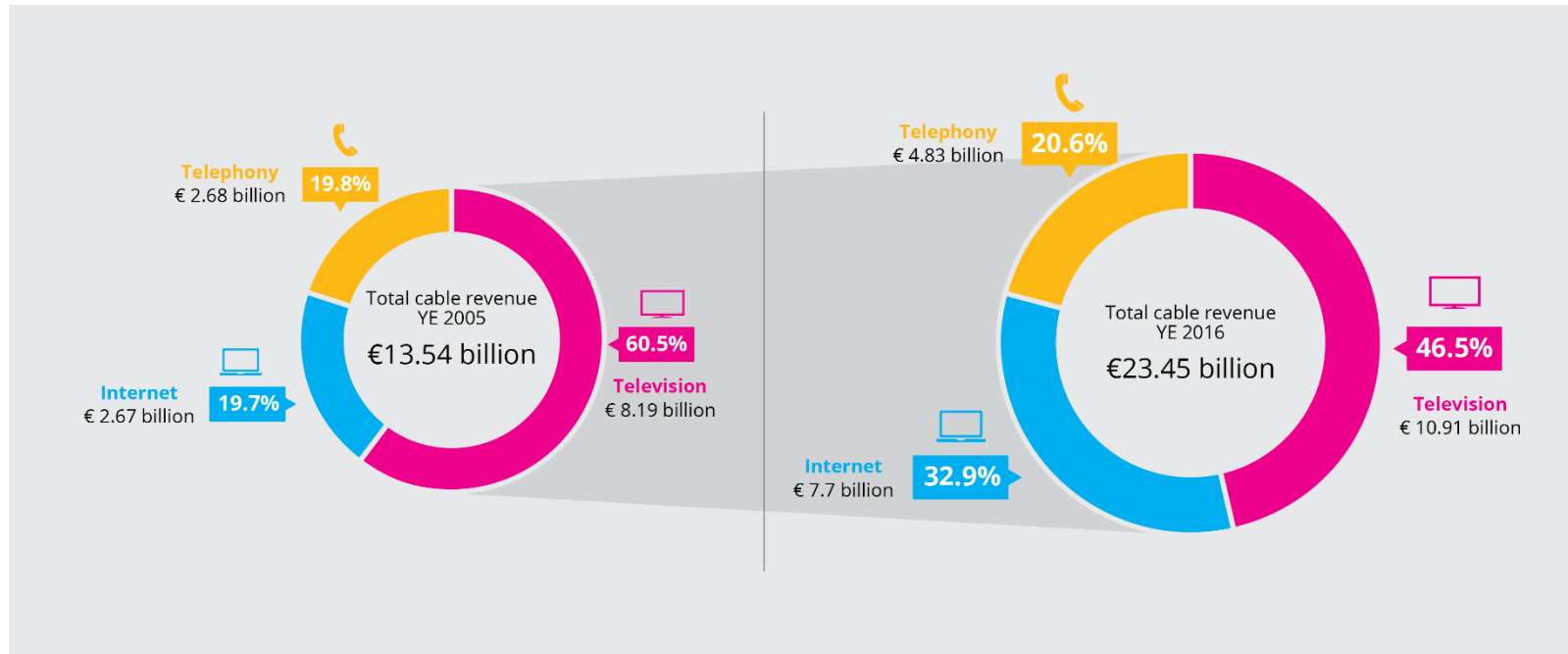
The Square, Brussels

EMPOWERING
A CONNECTED EUROPE



2016 Revenue Growth: 4.6%

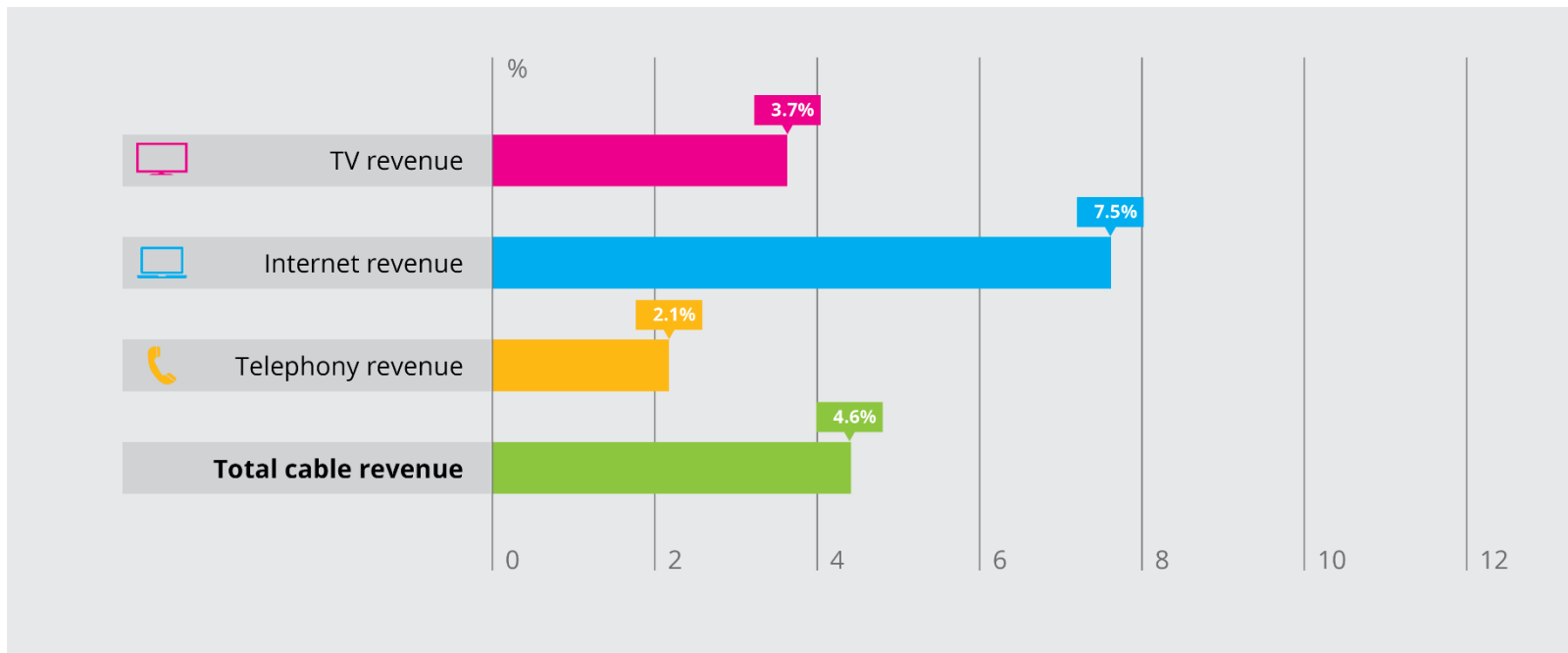
Total revenues **€23.45 billion** – over €1 billion in revenue added since 2015





All Cable Services up

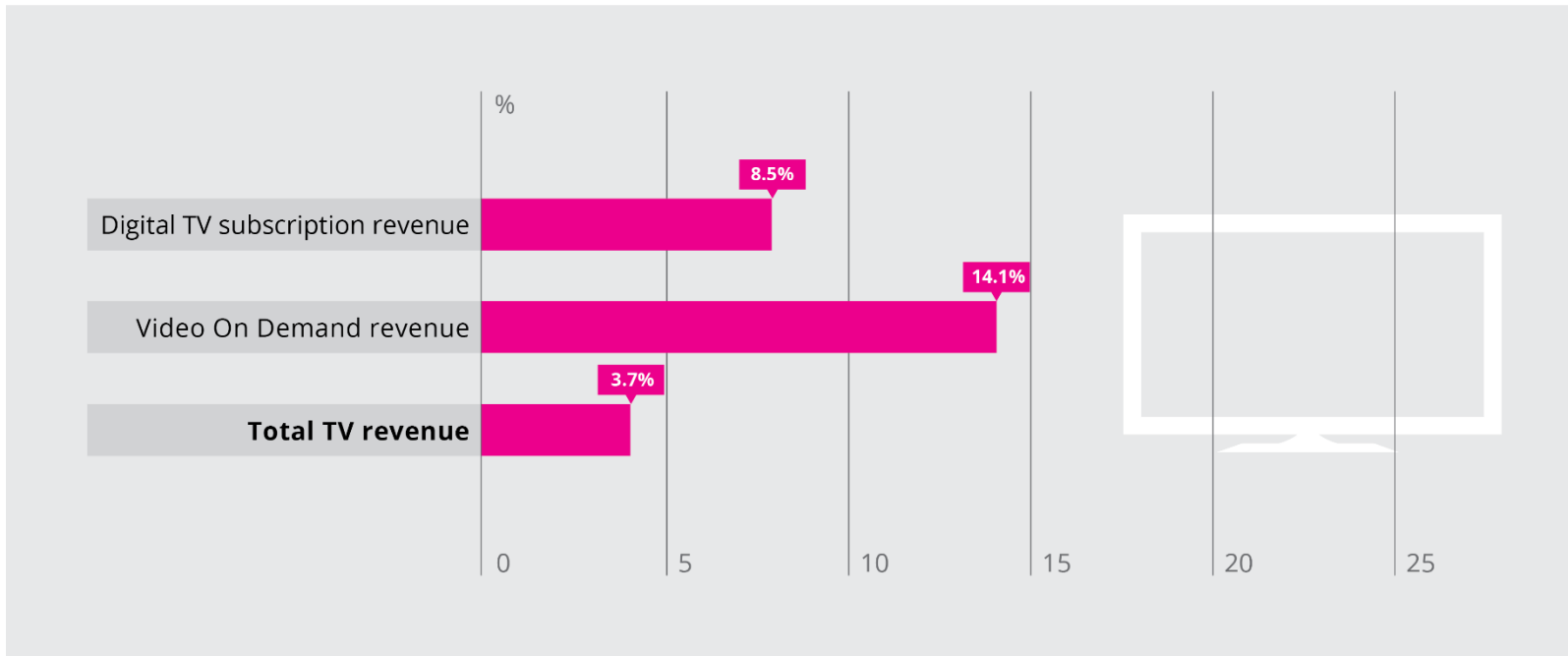
Revenue growth in %





Digital TV driving change

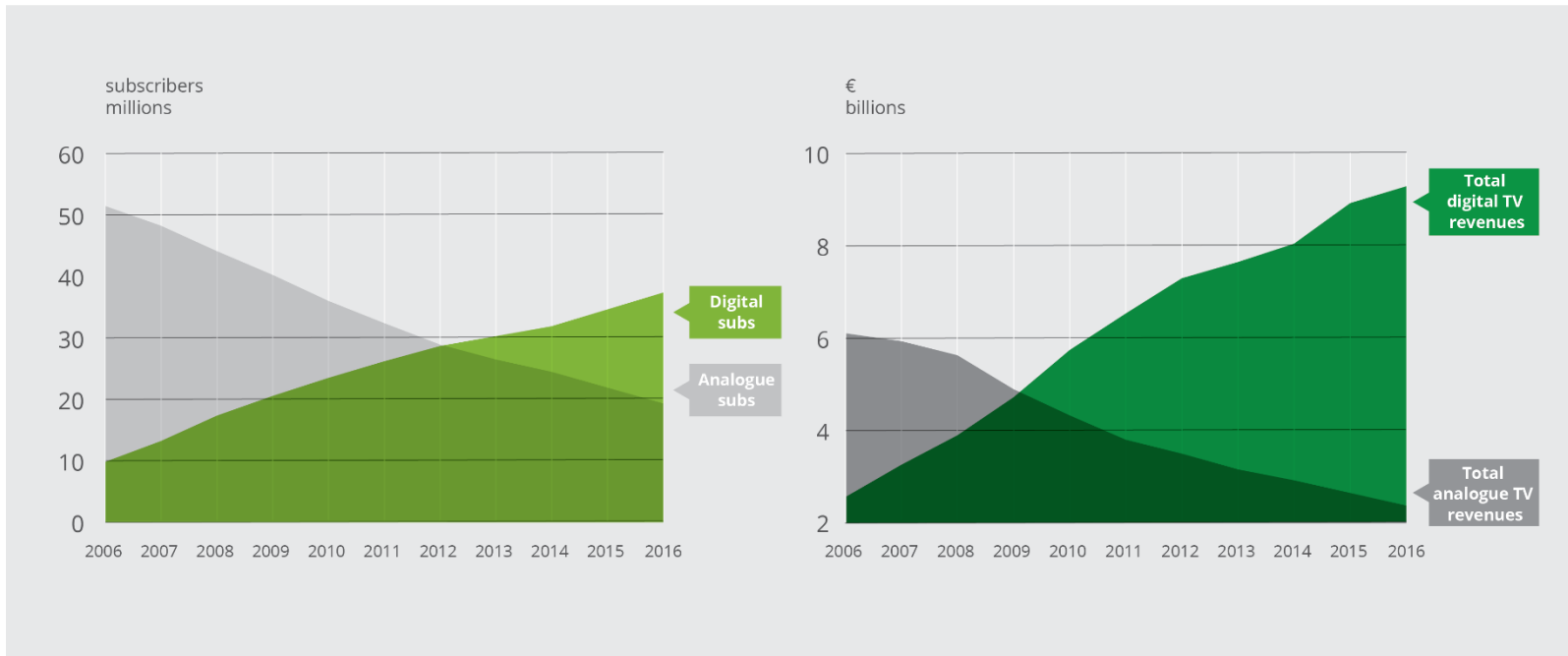
- ▶ **3.7% growth or € 330 million increase in total cable TV revenues** driven by growth across digital subscriptions and VOD





2/3 TV subscribers now Digital Cable Europe

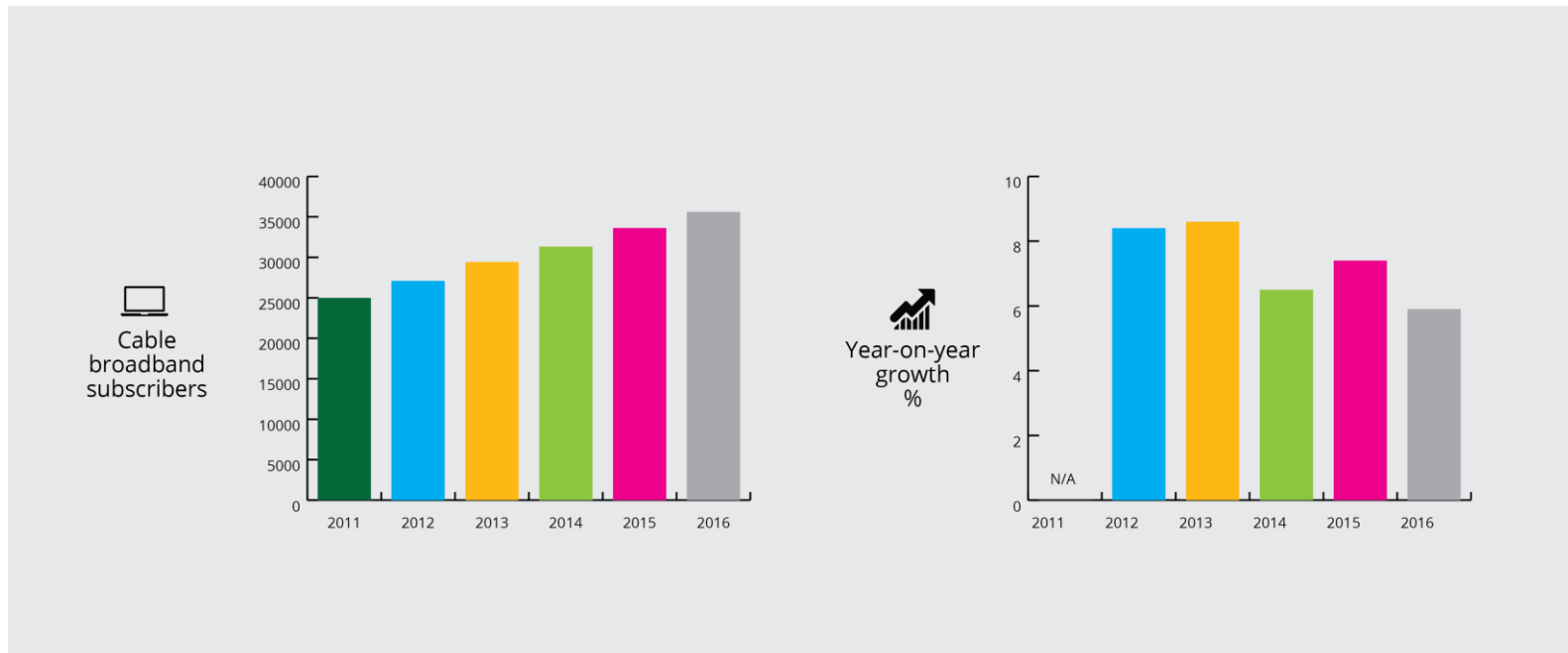
- ▶ **66.3%** of cable TV subscribers in Europe are digital
- ▶ And these subscribers already generate **80%** of cable TV revenues





Strength of Broadband

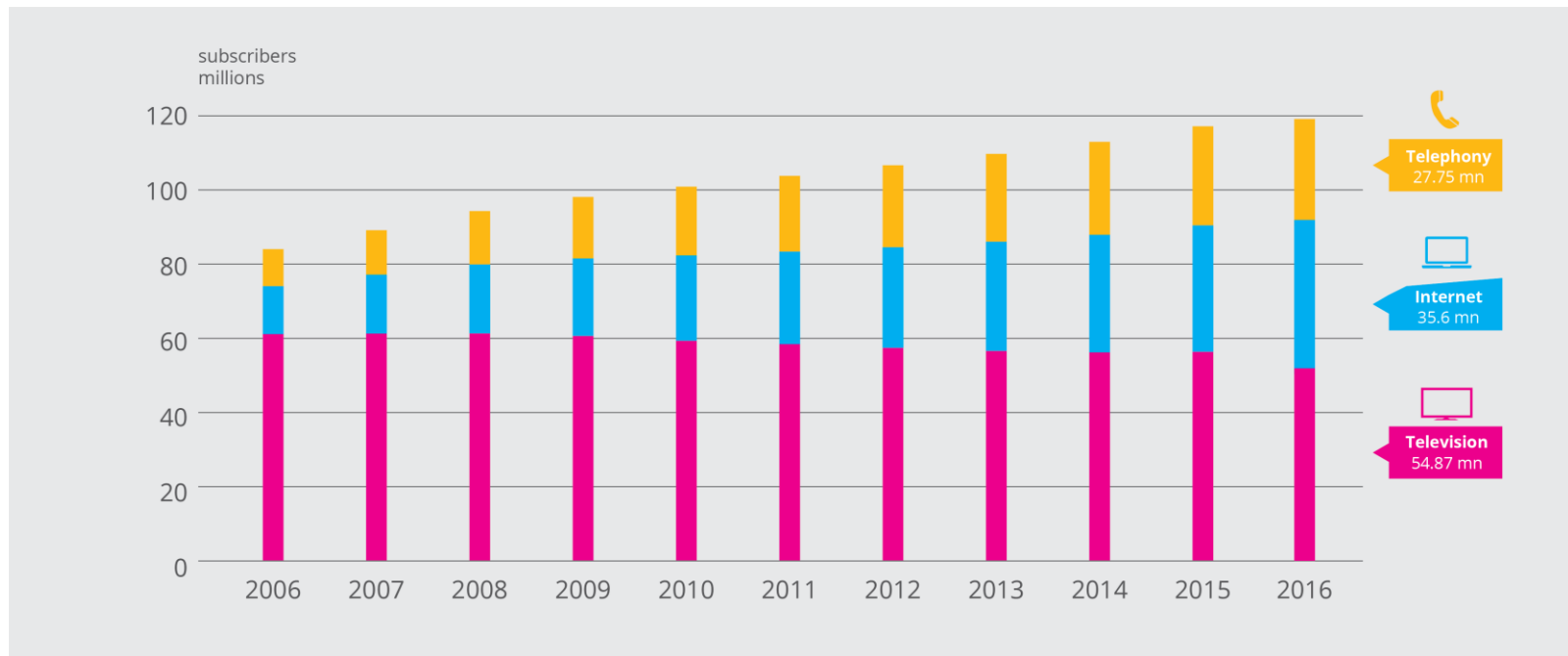
- ▶ Broadband subscribers grow **5.9%** or an **additional 2 million subscribers**, and **revenues up 7.5%**





RGUs Growth: 2.3%

- ▶ **118.24 million** Revenue Generating Units **or 2.7 million** RGUs added





Annex 1 – Revenues 2016:

- Total cable revenues **+ 4.6%** €23.45bn (€22.42bn – 2015) => €1bn revenues added

- Broadband revenues **+ 7.5%** €7.70bn (€7.16bn – 2015)

- Telephony revenues **+ 2.1%** €4.83bn (€4.73bn – 2015)

- TV revenue **+ 3.7%** €10.91bn (€10.52bn – 2015)
 - ▶ Digital TV revenue **+ 8.5%** €8.26bn (€7.61bn in 2015)
 - ▶ Total VOD revenue **+ 14.1%** €462mn (€405mn in 2015)
 - ▶ Analogue TV revenue **- 12.7 %** €2.19bn (€2.51bn in 2015)

 - ▶ **80% of TV revenues are DIGITAL** (includes VOD)



Annex 2 – Subscribers 2016

- Total Cable Unique Homes: **+ 0.4 %** 64.44mn (64.17mn in 2015)

- RGUs: **+ 2.3%** 118.24mn (115.53mn in 2015) => 2.7 million RGUs added

- Broadband subscribers **+ 5.9%** 35.62mn (33.62mn in 2015)

- Telephony subscribers **+ 3.6%** 27.75mn (26.78mn in 2015)

- TV subscribers **- 0.5%** 54.87mn (55.12mn in 2015)
 - Digital TV subscribers **+ 6.3%** 36.40mn (34.23mn in 2015)
 - Analogue TV subscribers **- 11.6%** 18.47mn (20.89mn in 2015)

 - **66.3%** of TV subscribers are now digital