



PMR Industry Report

Pay TV market in Poland 2018

Market analysis and development forecasts for 2018-2023

Publication date: August 2018

Language: Polish, English

Delivery: PDF, PPT, XLS/online access

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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Value** of the pay TV services market and its segments in Poland in the period 2009-2018
- The analysis and expert's commentary on the key market trends
- Development forecasts regarding volume and value of the pay TV services market from 2018 to 2023, with breakdowns according to technologies applied
- Analysis of the **offers and portfolios** of operators active in the field of pay TV services that includes **pricing** information and average **revenue per customer**
- **Shares of individual market players** in terms of value and volume
- **Number of subscribers** to pay TV services in Poland – both total and separated by specific technology
- Estimated **number of services** (RGU) of pay TV – both as a whole and broken down by individual operators
- **Popularity** of pay TV services and saturation on this market in Poland
- Overview of **VOD and OTT offers** available on the Polish market
- Status and prospects of **development of DVB-T**
- Benchmarks and **international comparisons** allowing to set together the situation in Poland and global and **regional trends**.

5 Reasons to choose PMR

- 1 **The only comprehensive publication** on the market dedicated to pay TV services in Poland. It is a necessary compendium of knowledge and a useful tool for every market participant, OTT operator, broadcast network and content provider.
- 2 **The most up-to-date, verified and methodologically consistent data** on the pay TV market and its segments in Poland, which results from a long-term relations between PMR and the market participants, the regulator of the telecommunications market and trade organizations.
- 3 Structure of the market, breakdowns, historical data showing trends, as well as **detailed forecasts** of the market growth in the period 2018-2023.
- 4 **Analysis of the price levels** of services in different market segments.
- 5 **Key Performance Indicators** (KPI) of the major players from 2009 to 2018, including digital platforms (Cyfrowy Polsat, nc +), cable TV networks (UPC – Multimedia Polska, Vectra, Inea, Toya), telecom operators (Orange, Netia), together with the presentation of the most important events from the past 12 months.

Who benefits from the PMR report?

Managers and specialists from marketing, sales and business development departments from the following entities:

- Companies operating in the telecommunications market in Poland, and above all those who are engaged in the development or seeking to develop pay TV services operations
- Telecommunication operators of various specialisations and business segments
- Cable television networks
- Local suppliers offering access to the Internet (ISP)
- Providers of telecommunications equipment and network
- Companies active in the energy sector
- Consulting companies, analyst and research companies
- Chambers of commerce, trade organizations
- Universities, research institutes
- Domestic and foreign financial institutions (banks, brokerage houses, investment funds, insurers).

The report will be useful during the implementation of projects, such as:

- Building corporate strategy and planning the development of pay TV services
- Conducting business in the telecommunications market in Poland, especially in the B2C market (services for home and individuals)
- Analysis of the content available in the domestic offer of television service providers in Poland
- Assessment of the risks and other factors that may have a negative impact on the pay TV market in Poland
- Analysis of competition and the potential growth of the pay television market in Poland
- Evaluating the subscriber base of various leading telecoms operators
- Consideration of the alliances and connections between telecommunication services and other services offered to the mass market.

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