

World Direct-to-Home (DTH) Satellite TV Service Revenues to Cross the US\$50 Billion Mark in 2009, According to New Report by Global Industry Analysts, Inc.

Europe and North America account for over 80% of the global DTH Satellite TV revenues. However, as the major markets mature, focus is seemingly shifting towards developing markets such as Asia-Pacific and East European countries. Driven by increasing number of subscribers for DTH services, in Asia, Africa, Middle East, Central and Eastern European regions, global market for DTH satellite TV services market is projected to be around US\$51.2 billion in 2009.

San Jose, CA ([PRWeb](#)) March 3, 2008 -- The DTH pay TV services have nearly 60 operating platforms all over the world. Compared to the growth rate in the number of subscribers, the growth rate in the revenue generated from the Direct-to-Home pay TV services depicts an increasing trend. The reason attributed for the growth in the annual average revenue per user (ARPU) is the increase in prices of these services, as well as value additions to the services being offered. [DTH satellite TV subscribers](#) worldwide, are projected to be over 133 million in 2010, as stated in a recent report published by Global Industry Analysts, Inc.

World [DTH satellite TV services market](#) is projected to grow at compounded annual rate of over 9.6%. DTH satellite TV subscribers in Europe account for nearly 50% of the total subscribers globally. However, as the North American and West European markets mature, focus is seemingly shifting towards developing markets such as Asia-Pacific and East European countries. Asia-Pacific represents the fastest growing market for DTH satellite TV services, registering a CAGR of nearly 23%.

Leading global and regional players operating in the industry include APT Satellite Holdings, Astro All Asia Networks, AUSTAR United Communications, BCE, Inc, Chaparral Communications, DIRECTV, DREAM Satellite TV, EchoStar Communications, FOXTEL, Intelsat, JSAT Corporation, MEASAT Satellite Systems, Nahuelsat, Norsat International, Pace Micro Technology, Optus Communications, Shaw Communications, Shin Satellite Public, Star Group Limited, Sky Italia, SkyLife, Sky Network Television, SINO Satellite Communications, Satmex and True Visions Public Company Limited.

"Direct-To-Home (DTH) Satellite TV Services: A Global Strategic Business Report" published by Global Industry Analysts, Inc., provides a comprehensive review of the recent mergers, acquisitions, market trends, drivers, issues, challenges and competition. Analytics for the period 2000 through 2015 are presented for major geographic markets such as US, Canada, Japan, France, Germany, Italy, the UK, Asia-Pacific and Latin America.

For more details about this research report, please visit
http://www.strategyR.com/DTH_Satellite_TV_Services_Market_Report.asp

About Global Industry Analysts, Inc.

[Global Industry Analysts, Inc., \(GIA\)](#) is a reputed publisher of off-the-shelf market research. Founded in 1987, the company is globally recognized as one of the world's largest market research publishers. The company employs more than 700 people worldwide and publishes more than 880 full-scale research reports each year. Additionally, the company also offers a range of more than 60,000 smaller research products including company reports, market trend reports and industry reports encompassing all major industries worldwide.

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