

# Introduction to the UK

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metaphor



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# Welcome

## House Rules



Wifi Password: **HbbTV15**

**#HbbTVSymposium**



*HbbTV* Symposium

# Welcome to London



**€18.3bn**

UK TV industry  
revenue in 2014

**26m**

UK TV homes in 2015

**10**

Free to air platforms

Country Shares & Development  
CE Total

Panelmarket EUROPE 10

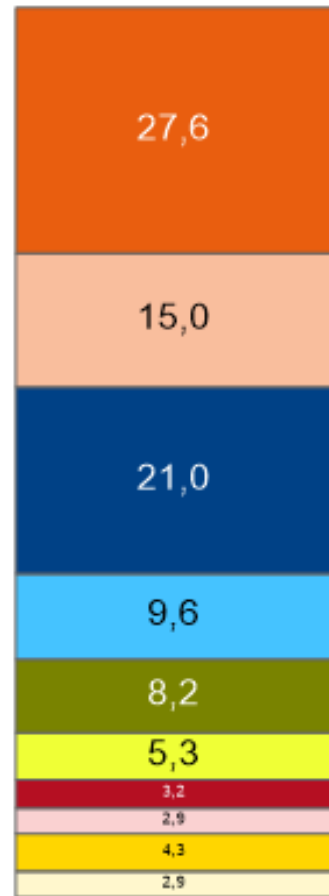
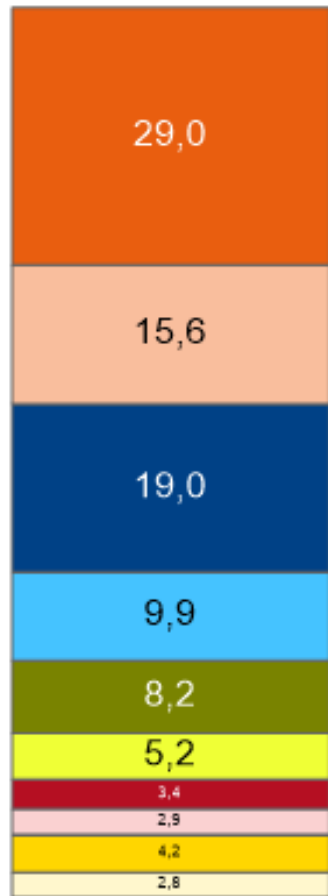
Sales Value %

January 2014 - June 2014

January 2015 - June 2015

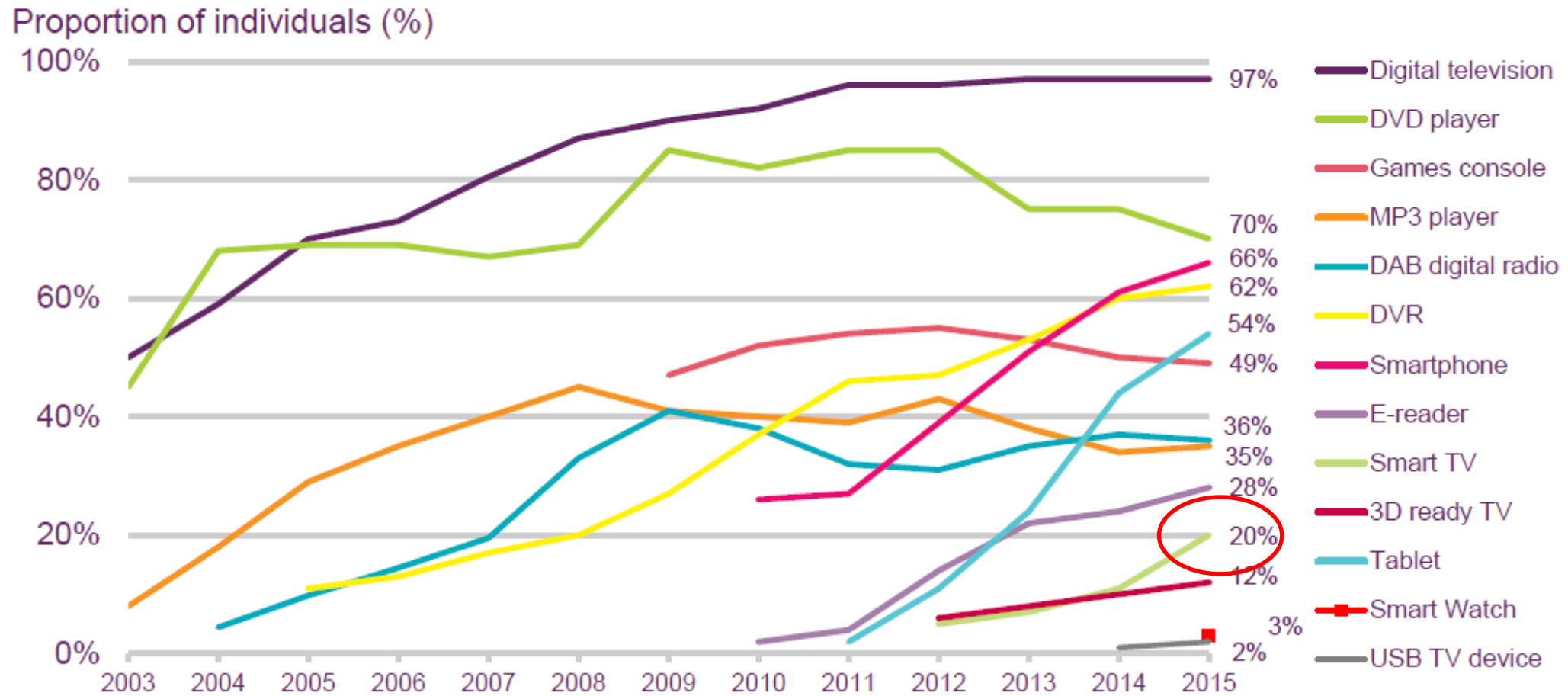


Sales Bil. EUR



	Jan 06-Dec 06	Jan 07-Dec 07	Jan 08-Dec 08	Jan 09-Dec 09	Jan 10-Dec 10	Jan 11-Dec 11	Jan 12-Dec 12	Jan 13-Dec 13	Jan 14-Dec 14	Jan 15-Jun 15
Germany	32	8	18	3	3	-2	-2	-17	-4	-13
France	26	15	-1	-1	-2	-10	-20	-15	-5	-12
Great Britain	30	10	-15	-10	-3	-17	-13	-16	9	1
Italy	23	7	-1	5	12	-20	-15	-18	-7	-11
Spain	31	13	-7	-9	2	-24	-18	-13	-2	-8
Netherlands	32	17	5	-16	-1	-15	-17	-17		-6
Belgium	29	15	-1	-7	-4	13	-19	-19	-6	-14
Austria	21	28	8	-1	7	-2	-5	-13	-1	-10
Switzerland	15	3	7	-5	13	-5	-5	-7	3	-6
Sweden	48	15	-12	-14	9	-10	-14	-9	-7	-6
<b>EUROPE 10</b>	<b>29,0</b>	<b>11,2</b>	<b>-1,2</b>	<b>-3,9</b>	<b>2,0</b>	<b>-11,4</b>	<b>-11,9</b>	<b>-15,6</b>	<b>-1,4</b>	<b>-8,7</b>

**Figure 1.5 Household take-up of digital communications/ AV devices: 2003-2015**

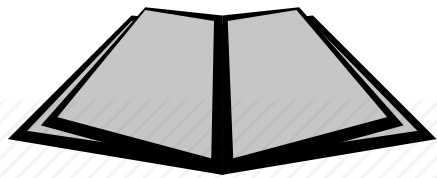


(Source: Ofcom UK CMR 2015)



DTG

Independent industry association for UK Digital TV



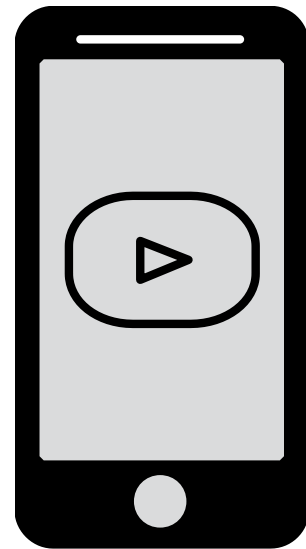
Publish and maintain the technical specification for digital terrestrial TV : **The D-Book**



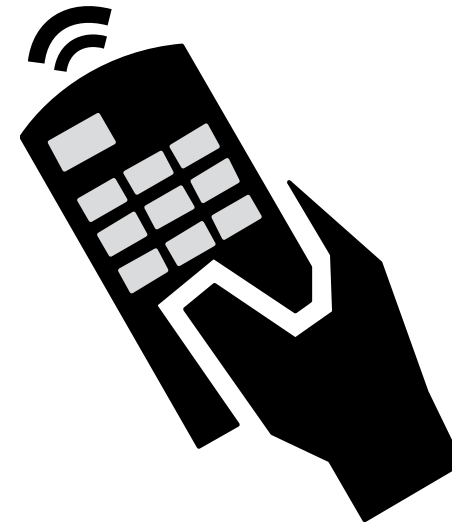
Over **125 members**: consumer electronics, manufacturers, broadcasters, platform operators, technology providers and more.



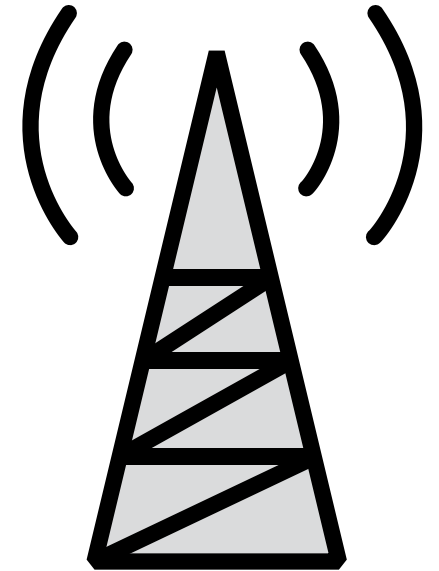
UK UHD Forum



Mobile Video Alliance

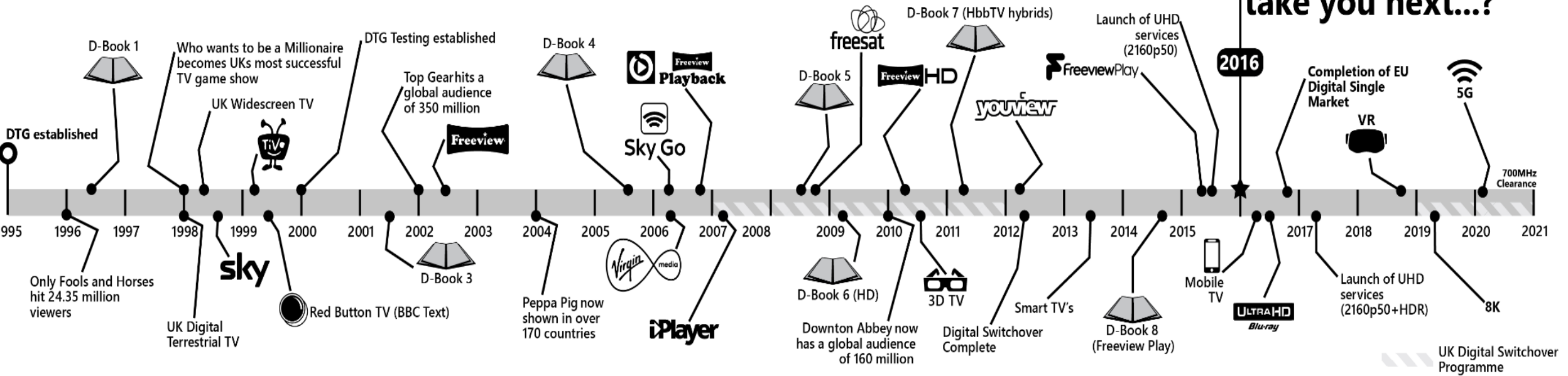


Home Networking Group



Dynamic Spectrum Access Forum

# 20 years of driving digital TV success.



# Where will we take you next...?