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## IPTV gaining more and more fans across the globe

64% increase in subscriptions worldwide this year

by Katie Scott published on 29 September 2008

Internet TV content is gaining subscribers as people opt for watching content on demand on their computers instead of TVs.

Worldwide subscriptions are predicted to reach 19.6 million this year, which analysts at Gartner say is a 64% increase on the previous year.

The Gartner team is forecasting that 1.1% of households worldwide will be using IPTV in 2008, but says that this could rise to 2.8% by 2012.

"The biggest change since 2007 is the rapid advent of new entrants making inroads in consumer video consumption and placing greater demands on IPTV operators to innovate", Gartner research director Elroy Jopling told Reuters.

The gains in popularity are due to portals such as YouTube, Joost and also broadcasters including the BBC with its iPlayer TV catch-up service as well as NBC's Hulu.

"Before 2008, the IPTV operators' emphasis had been to spread their footprint and effectively provide a 'me too' solution to cable and satellite", added Jopling.

"In the future, especially in the developed markets, we will see an emphasis on innovation and differentiated pay-TV services."

While we're mentioning IPTV services - have you checked out our very own Megawhat TV. Hit the link below for a plethora of quick reviews of the latest pieces of kit as well as tips and tricks and so much more...

