

For Immediate Release
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20% of TVs shipped in Europe next year will have Internet capability

The first TV and Blu-ray devices capable of accessing content directly from the Internet emerged in Europe during 2009 and will start to gain ground fast, with more than 20% of flat panel TVs shipped in the region next year able to connect to the Internet, according to a new report from Futuresource Consulting.

“In Europe, four of the major brands have already launched connected TV products that go beyond basic home networking functionality and allow delivery of over-the-top web services,” says David Watkins, Research Consultant at Futuresource. “This includes basic weather and news pages, social networking, video streaming and catch-up TV. Although initially limited to high-end and mid-range products, we’re going to see web connectivity feature on an increasing number of products next year, becoming standard within two to three years. We expect content to be the next battleground and a key driver for connection and usage, particularly through interaction with social networking sites and access to recently released movies.”

By the end of 2010, the installed base of connected TVs will swell to 15m devices, representing nearly 10% of the total number of flat panel TVs in use. The next step for manufacturers will be to add more compelling video services, including paid for movie streaming that will create revenue sharing opportunities with content owners, aggregators and application developers.

Futuresource expects sophisticated services to be launched early in 2010, including major catch-up TV services and VoD services, which will offer stiffer competition to the premium subscriptions offered by Pay TV operators.

Connected TV & Blu-ray Market Status: Western Europe is a 60-page strategic report focusing on the market potential for connected TVs and Blu-ray players within the Western European market. For more information or to purchase this report, please contact David Watkins on +44 (0) 1582 500127 or via email at david.watkins@futuresource-hq.com.

Save the date

**The Futuresource Entertainment Summit
10-11 June 2010, London, UK**

Addressing the business opportunities presented by new home entertainment technologies, platforms and delivery systems, this year’s conference focuses on the strategic impact of 3D, the rise of IP connected devices and the changing face of retail, plus revenue stream development and optimisation for Blu-ray and online content services. Find out more at www.fes2010.com.

Notes

Futuresource Consulting is a specialist research and knowledge-based consulting company, providing its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

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