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- [In Depth](#) ▾
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- [City](#) ▾
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On-demand movies to soar by 2010

(Posted 08/06/2004)

A third of the world's total TV households will be buying on-demand films within six years, predicts a report from Informa Media Group on viewing statistics.



On-Demand TV – Third Edition speaks of a “second wave of on-demand TV enthusiasm”.

It forecasts that the number of homes accessing films by this method will be triple today's figure of 109 million, rising to 327 million homes by 2010, generating revenues of \$12bn.

North America and Europe will each account for about 43% of global demand by then, with Europe predicted to show the greatest growth. North America presently accounts for half the revenues.

The more traditional methods of delivery, pay-per-view for sports and near-video-on-demand for staggered movie screenings via digital cable and DTH (Direct to Home) are set to dominate the on-demand sector for the next five years.

After that, true VOD, where subscribers can purchase movies or events when they want, will come into the fore.

True VOD will be delivered via cable, DSL (Digital Subscriber Line) and systems such as fibre-to-the-home and powerline TV, states the report.

Simon Murray, editor of the report, said: “We are now experiencing the second wave of on-demand TV enthusiasm, following the hyperbole created in 2000/1 that ended abruptly with the recession.

“Given that cautionary tale, our on-demand forecasts are muted, especially in the true VOD sectors.

“Despite this caution, many operators have upgraded their networks, consumers are readily embracing digital TV and high-speed internet access, and telcos are entering the entertainment arena via VDSL (Video DSL networks) and FTTH.”

By Sally Avery.

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