



PMR Industry Report

# Pay TV market in Poland 2017

## Market analysis and development forecasts for 2017-2022

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Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

**Price list:**

Standard licence: 2400€

Standard Plus licence: 3120€

Corporate licence: 6000€

**Executive Summary \***

Corporate licence: 500€

**Database of report stats \***

Corporate licence: 500€

\* Can only be purchased together with the Report

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If you are interested in the PMR report or deepening of selected segments or additional expertise on the IT & Telecom market, I invite you to contact our consultants.



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## PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

## Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

## Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

## What is the content of the report?

- **Value** of the pay TV services market and its segments in Poland in the period 2009-2016. The analysis and expert's commentary on the key market trends.
- Development forecasts regarding volume and value of the pay TV services market from 2017 to 2022, with breakdowns according to technologies applied
- Analysis of the **offers and portfolios** of operators active in the field of pay TV services that includes **pricing** information and average revenue **per customer**
- **Shares of individual market players** in terms of value and volume
- **Number of subscribers** to pay TV services in Poland – both total and separated by specific technology
- Estimated **number of services** (RGU) of pay TV – both as a whole and broken down by individual operators
- **Popularity** of pay TV services and saturation on this market in Poland
- Overview of **VOD and OTT offers** available on the Polish market
- Status and prospects of **development of DVB-T**
- Benchmarks and **international comparisons** allowing to set together the situation in Poland and global and **regional trends**.

# 5 Reasons to choose PMR

- 1 **The only comprehensive publication** on the market dedicated to pay TV services in Poland. It is a necessary compendium of knowledge and a useful tool for every market participant, OTT operator, broadcast network and content provider.
- 2 **The most up-to-date, verified and methodologically consistent data** on the pay TV market and its segments in Poland, which results from a long-term relations between PMR and the market participants, the regulator of the telecommunications market and trade organizations.
- 3 Structure of the market, breakdowns, historical data showing trends, as well as **detailed forecasts** of the market growth in the period 2017-2022.
- 4 **Analysis of the price levels** of services in different market segments.
- 5 **Key Performance Indicators (KPI)** of the major players from 2009 to 2016, including digital platforms (Cyfrowy Polsat, nc +), cable TV networks (UPC – Multimedia Polska, Vectra, Inea, Toya), telecom operators (Orange, Netia), together with the presentation of the most important events from the past 12 months.



## Who benefits from the PMR report?

Managers and specialists from marketing, sales and business development departments from the following entities:

- Companies operating in the telecommunications market in Poland, and above all those who are engaged in the development or seeking to develop pay TV services operations
- Telecommunication operators of various specialisations and business segments
- Cable television networks
- Local suppliers offering access to the Internet (ISP)
- Providers of telecommunications equipment and network
- Companies active in the energy sector
- Consulting companies, analyst and research companies
- Chambers of commerce, trade organizations
- Universities, research institutes
- Domestic and foreign financial institutions (banks, brokerage houses, investment funds, insurers).

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