TV Service Providers - UK - October 2013

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"Providers will be under greater pressure to stay ahead of subscription-free products and services. Although pay TV providers have so far seen off much of the threat from free-view-view platforms, smart TVs and wireless streaming services, as these devices reach more people, consumers will start to expect a strong on-demand platform as standard".
– Paul Davies, Senior Technology Analyst

This report looks at the following areas:

- Will the improvement of subscription-free services limit the value of pay TV?
- How can BT use sport to win customers from its rivals?
- How can providers retain consumers beyond initial contracts?
- Are free-to-view services set to decline beyond 2013?

The number of homes relying solely on free-to-view services declined for the first time in over five years in 2013, as pay TV providers have encouraged more Freeview users to upgrade from the 'default' platform.

Whilst Sky has added a small number of new subscribers in 2013, lower-cost ADSL providers such as TalkTalk have driven most volume, as the on-demand focused YouView box has helped TalkTalk to prompt upgrades. The introduction of BT Sport has also presented the market leader with a new challenge, with Sky losing some its hold over exclusive live sport in the pay TV sector.

This report investigates current pay TV subscription levels amongst consumers, whilst also assessing the reach of subscription-free services. Consumer uptake and interest in BT's new sports channels is also measured, whilst we look at attitudes amongst existing pay TV subscribers.

Finally the report analyses the ways in which pay TV providers may be able to encourage non-subscribers to upgrade from free-to-view platforms.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market