

A Sampler of

International Media and Communication Statistics

2010

Compiled by
Sara Leckner & Ulrika Facht

NORDICOM

Nordic Media Trends 12

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and Communication Statistics 2010**

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The Nordic Ministers of Culture have made globalization one of their top priorities, unified in the strategy *Creativity – the Nordic Response to Globalization*. The aim is to create a more prosperous Nordic Region. This publication is part of this strategy.

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Abbreviations

General terms

..	Data not available
-	Zero or quality less than the unit shown

Demographic terms

Belgium North	VLG, Flemish region
Belgium South	CRF, French Flanders region
Belgium West	DGB, German-speaking region
CIS	Commonwealth of independent states, former Soviet republics
Switzerland F/G/I	French, German, and Italian regions in Switzerland

Economic terms

CAGR	Compound annual growth rate
GBP	British pound
USD	United States dollar
GDP	Gross domestic product
PPP	Purchasing power parity

Technical terms

DAB	Digital audio broadcasting
DMB	Digital multimedia broadcasting
DRM	Digital radio mondiale
DTH/DBS	Direct to home satellite
DTT	Digital terrestrial television
HSPA	High speed downlink packet access
iDEN	Integrated digital enhanced network
IPTV	Internet protocol television
MMDS	Multichannel multipoint distribution service (wireless cable)
Multichannel	Various means and technologies to deliver additional television channels, commonly other than terrestrial.
PDC	Personal digital cellular (2G)
SMATV	Satellite master antenna television
W-CDMA	Wideband code division multiple access, also abbreviated UMTS/3G

Foreword

The contemporary media culture raises more complex issues than ever before. Without the media and modern information technologies the globalization we speak of would not be possible. Access to a variety of media, telephony and online services is increasingly recognized as a vital factor for political, economic, social and cultural development and change. Issues of democracy and development are central, and technological advances are a prime driving force. Globalization processes force us not only to focus more on transnational phenomena in general, but also to highlight social change and difference. We have to argue for a stronger focus on global and regional inequalities and social transformation. About 60-70 per cent of the inequality that exists today is inequality between nations; two hundred years ago 90 per cent of the inequality was within countries. Thus, the gap between wealthy and poor countries has increased dramatically over the past two hundred years (Bourguignon and Morrisson 2002).

Media policy is undergoing many changes today as a result of media convergence, digitization, and the emerging creative economy. Laws and standards have to be updated, and policy-making at both international, regional and national levels is becoming increasingly important and moving into new areas, for example trade. With awareness of the importance of the media and communication sector having spread to many parts of the world, there is a growing demand for knowledge and exchange of experience regarding media and media development all over the world.

We need to create platforms to achieve long-term goals through national, regional and international collaboration. And, not least, we need comparative studies in order to shed light on important issues. We need to develop analytical frameworks that will guide comparative analysis of media cultures. Without comparative perspectives there is an obvious risk that certain factors will grow out of proportion.

Nordicom monitors trends in the media sector in the Nordic region – Denmark, Finland, Iceland, Norway and Sweden. We compile media statistics and provide data on media ownership as well as national regulatory legislation. At the same time, Nordicom keeps Nordic users abreast of developments in the sector outside the region through the web-service Outlook International and Outlook Europe. We have often argued for the development of reliable international media and communication statistics of relevance in various global fora. The development of such resources makes it possible to follow developments in a rapidly changing field, nationally, regionally and globally. Together with indicators and other tools, statistics can follow trends and bring the emergence of new phenomena and relationships to light.

There is a lack of comparative statistics on media and communication, and this is a fundamental problem. National media statistics are very poor in many countries. But some comparative statistics already available within different international and regional organisations and institutions could be much more elaborated. Still, compiling comparative media and communication statistics is not an easy task. Despite the challenges, Nordicom has made an attempt – though on a very limited scale – and the results are presented in the current publication.

Nordicom has collected and compiled statistics from a large number of sources in order to provide a more comprehensive overview of international media and communication statistics, primarily concerning television and the Internet. However, developing a fully comprehensive overview requires resources that not are available for knowledge centres as Nordicom. Despite this limitation, it is our hope that the present publication will contribute to the knowledge about media and communication on a global scale and stimulate to new initiatives regarding international media and regional media and communication statistics.

Göteborg in December 2010

Ulla Carlsson
Director
Nordicom

The Nordic Ministers of Culture
have made globalization one of their top priorities,
unified in the strategy *Creativity – the Nordic Response to Globalization*.
The aim is to create a more prosperous Nordic Region.
This publication is part of this strategy.

Introduction

Sara Leckner & Ulrika Facht

We have during the first years of the twenty-first century seen major changes in the media landscape. Digital technologies, and advances of media such as the Internet, have driven the development. As the Internet audience continues to grow worldwide, along with technologies such as mobile phones and broadband, these new media will continue to impact. In this changing media landscape, traditional media, such as television, radio and newspapers, remain powerful, but their preconditions are affected. Traditional media undergo fundamental change in their constellation, extending their news output to new channels and functions, as well as redefining their traditional platforms through a growing number of digital reception modes, as well as Internet-based services. Digitalization of media has, moreover, facilitated changes in the organization of media companies, driven the business development towards a more transnational but also increasingly concentrated market with respect to both ownership and content. Consequently, a truly globalized flow of information and communication has been made possible, opening up numerous opportunities for all market actors. At the same time, this has given rise to questions such as the digital divide, and hence the knowledge divide, between developed and developing countries.

Thus, digital technology and new platforms induce change to all aspects of the value chain: content, market, production, distribution, consumption and advertising, actualizing a need for a statistical overview of the impact of these changes, and from the perspectives of various target groups: business developers, policy makers, journalists, researchers, students, and others. Also, due to the increasing globalization, the global perspective plays an important role. This work is an attempt to present contemporary statistics from a global perspective, to offer an overview which describes the current situation in the changing media landscape and indicates trends and lines of development over time.

The present work covers the Internet and telephony, television, newspapers and radio, with regards to subjects such as ownership, economics, distribution, production and consumption. Television and especially the Internet have been particularly important for the expansion and globalization of the media market. As a consequence, this publication is

predominantly centred towards these media and their development. However, since most traditional media are redefined on the Internet, and can be accessed through various media technologies, the borders between different media are blurring, making it increasingly difficult to clearly state the definition of media. This work describes the development of the Internet medium per se, and not specifically the multiple media accessible or generated through it.

Due to the dynamics and complexity of the media market, compilation of contemporary statistics in a global perspective is not an easy task to perform. Data are quickly changing and are unevenly updated, and it is not always clear how such data are defined or have been measured, in particular with regard to new media channels. Another difficulty is the irregularity of available contemporary data across subjects and countries. Especially with the television market, there is a predominance of data from some regions, whereas data that are up to date and validated are hard to find from other regions in the world. Thus, this publication does not attempt to offer a complete compilation, but should be regarded as an attempt to present an overview of a complex field. As such, the present work presents an imbalance of the number of data with regards to various items of content and countries.

Nordicom aims to provide meaningful serial data on all areas, thus, we apply strict criteria in our selection of data: it has to be objective, non-partisan, and current, and it has to have theoretical relevance. Since data have been required from a broader framework, the statistical data are collected mainly from external sources, primarily from international research organizations and institutes. Nordicom would like to thank all organizations/companies whose work and publications have contributed to this collection (e.g. IDATE, IP Network, The European Audiovisual Observatory, International Telecommunication Union, OECD, The Dubai Press Club, Informa Telecoms and Media, Ofcom and World Association of Newspapers).

By compiling comparable statistics covering the changes of mass media from a global perspective, we hope to contribute to a better understanding of the media development and the changes to society that are currently taking place.

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Internet in the World

Table 1.1 Top five economies by the ICT development index (IDI) worldwide by region 2008

Regional IDI Rank	EUROPE	Global IDI Rank	ASIA & THE PACIFIC	Global IDI Rank	NORTH & SOUTH AMERICA	Global IDI Rank
1	Sweden	1	Korea (Rep.)	3	United States	19
2	Luxembourg	2	Japan	8	Canada	21
3	Denmark	4	Hong Kong, China	11	St. Vincent & the Grenadines	46
4	Netherlands	5	Singapore	14	Argentina	49
5	Iceland	6	Australia	15	Uruguay	50
Regional IDI Rank	MIDDLE EAST	Global IDI rank	CIS (Commonwealth of Independent States)	Global IDI Rank	AFRICA	Global IDI Rank
1	United Arab Emirates	29	Russia	48	Seychelles	66
2	Bahrain	33	Belarus	55	Mauritius	72
3	Qatar	45	Ukraine	58	South Africa	92
4	Saudi Arabia	52	Azerbaijan	81	Cape Verde	102
5	Kuwait	65	Armenia	88	Botswana	109

Note: IDI, the ICT Development Index includes a total of 159 countries, and combines 11 indicators related to ICT access, use and skills into a single composite index. The index was developed following calls for international benchmarking expressed in the outcome documents of the World Summit on the Information Society (WSIS).

Sources: ITU (2010a, 2009b).

Table 1.2 Top 20 countries worldwide by the ICT development index (IDI) 2002, 2007, and 2008

	2008		2007		2002	
	Rank	IDI	Rank	IDI	Rank	IDI
Sweden	1	7.85	1	7.27	1	6.05
Luxembourg	2	7.71	6	6.98	21	4.62
Korea (Rep.)	3	7.68	2	7.23	3	5.83
Denmark	4	7.53	3	7.18	4	5.78
Netherlands	5	7.37	5	7.06	6	5.43
Iceland	6	7.23	4	7.06	2	5.88
Switzerland	7	7.19	8	6.83	7	5.42
Japan	8	7.12	7	6.89	18	4.82
Norway	9	7.11	9	6.78	5	5.64
United Kingdom	10	7.07	12	6.70	10	5.27
Hong Kong (China)	11	7.04	10	6.78	12	5.10
Finland	12	7.02	11	6.70	8	5.38
Germany	13	6.95	13	6.60	14	5.02
Singapore	14	6.95	15	6.47	16	4.83
Australia	15	6.90	14	6.51	13	5.02
New Zealand	16	6.81	16	6.38	19	4.79
Austria	17	6.72	19	6.25	20	4.64
France	18	6.55	22	6.09	25	4.37
United States	19	6.54	17	6.33	11	5.25
Ireland	20	6.52	20	6.14	26	4.36

Sources: ITU (2010a, 2009b).

Table 1.3 Telecom market revenue worldwide 1997-2008 (USD billions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Services	712	767	854	920	968	1'039	1 126	1 329	1 419	1 234	1 310	1 365
Equipment	234	248	269	290	264	275	300	..	..	..	..	..
Total	946	1 015	1 123	1 210	1 232	1 314	1 426	..	..	..	..	..

Note: 2006-2008 are data from ENTER and IDATE.

Sources: ENTER and IDATE (2009); ITU (2009a)

Table 1.4 Telecom service revenue breakdown worldwide 1997-2008 (USD billions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Telephone ¹	437	456	476	477	479	478	475	552	422	406	386	366
International ²	54	56	58	60	56	52	48	32	..	..	..	..
Mobile	142	172	223	278	317	364	414	506	579	636	687	742
Other ³	133	139	155	165	180	195	210	210	..	..	..	..

1. Revenue from installation, subscription and local, trunk and international call charges for fixed telephone service.

2. Retail revenue.

3. Including leased circuits, data communications, telex, telegraph and other telecom-related revenue.

Note: 2004-2008 (Telephone), and 2007-2008 (Mobile) are data from ENTER and IDATE.

Sources: ENTER and IDATE (2009); ITU (2009a).

Table 1.5 Telecom market revenue, selected countries 2005 and 2008 (GBP billions)

	Broadband		Mobile		Fixed line		Total	
	2005	2008	2005	2008	2005	2008	2005	2008
USA	10.2	17.4	56.7	80.4	54.5	46.3	121.4	144.1
Japan	3.2	6.1	30.2	36.3	16.2	16.2	49.6	58.6
China	2.7	5.6	24.8	36.6	16.4	13.4	43.9	55.6
Germany	2.0	4.0	15.6	17.9	13.4	12.4	31.0	34.3
France	1.8	3.8	11.8	15.9	9.2	9.4	22.8	29.1
Brazil	1.0	2.1	7.8	13.2	12.1	12.9	20.9	28.2
UK	2.2	3.2	13.1	15.3	10.0	9.2	25.3	27.8
Italy	1.4	3.0	10.3	12.5	8.2	7.8	19.9	23.3
Russia	0.2	0.8	5.0	11.8	3.2	3.8	8.4	16.4
Canada	1.5	2.4	5.1	7.4	5.9	6.0	12.5	15.8
India	0.1	1.1	2.5	6.9	3.9	2.9	6.5	10.9

Sources: Ofcom (2009, 2006).

Table 1.6 Telecommunication-service revenue worldwide by country 2000-2008 (per cent of GDP)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
AFRICA									
Algeria	0.6	0.7	1.1	2.5	4.2	3.0	2.9	2.7	..
Angola	1.2	..	..	..	..	2.0	..	..	..
Benin	2.4	3.3	2.9	2.4	1.6	1.3	1.6	1.0	..
Botswana	3.0	2.9	3.1	2.8	3.0	3.0	2.6	3.0	3.0
Burkina Faso	2.0	3.6	1.9	2.7	3.2	3.5	4.0	..	..
Burundi	1.9	2.2	..	..	..	..	..	..	3.1
Cameroon	1.4	2.1	2.4	2.8	3.0	3.1	3.1	..	..
Cape Verde	7.0	7.6	7.8	7.5	..	..	7.3	4.3	3.8
Central African Republic	1.1	1.1	1.0	1.2	1.2	1.1	..	..	..
Congo, Rep. of the	..	..	..	..	2.7	..	..	..	..
Djibouti	3.7	3.9	..	5.3	5.0	4.8	4.9	5.4	6.1
Egypt	2.8	2.9	2.9	3.4	3.4	3.6	3.8	3.8	3.7
Equatorial Guinea	1.2	1.1	..	..	..	..	..	..	..
Eritrea	2.8	2.7	2.6	2.5	3.0	2.9	2.7	2.0	3.0
Ethiopia	1.1	1.4	1.4	1.7	1.7	2.2	1.9	1.6	1.3
Gabon	2.1	3.3	2.6	2.4	2.7	1.7	..	2.0	..
Gambia	6.4	6.4	8.1	..	..	..	..	..	..
Ghana	1.8	2.4	2.1	..	..	..	..	..	..
Guinea	0.9	1.0	..	..	..	..	..	..	..
Kenya	2.4	3.7	4.6	4.4	4.3	4.7	4.1	6.0	6.3
Lesotho	1.5	2.3	2.1	..	0.9	0.6	..	..	..
Liberia	..	..	..	..	..	..	..	8.2	..
Madagascar	10.3	11.8	10.9	11.0	12.8	2.6	2.8	3.9	3.9
Malawi	1.7	2.0	1.2	2.9	3.5	3.3	..	..	3.4
Mali	2.5	2.7	2.7	3.2	4.4	4.7	5.2	6.0	4.3
Mauritania	2.4	3.6	5.7	7.2	7.6	6.8	5.9	7.5	7.7
Mauritius	3.2	3.2	3.4	3.2	3.0	4.4	3.5	3.4	3.6
Morocco	3.2	3.6	3.8	4.0	5.0	4.5	4.5	4.8	5.1
Mozambique	2.6	2.9	3.1	2.0	1.8	1.5	1.2	..	..
Namibia	3.1	3.4	3.6	4.0	4.1	..	..	..	..
Nicaragua	2.6	2.5	2.5	3.7	..	..	..	..	..
Niger	0.9	0.9	1.3	1.6	2.0	2.2	..	..	..
Nigeria	0.8	1.5	2.1	..	3.2	3.1	..	3.2	3.4
Rwanda	1.0	2.6	2.8	2.7	..	..	3.0	3.1	3.1
Sao Tome and Principe	..	6.6	7.6	8.3	9.4	9.1	9.0	8.0	..
Senegal	4.2	4.4	4.8	5.8	6.8	7.8	9.0	9.8	..
Seychelles	6.5	..	..	..	8.0	6.6	6.5	..	4.4
South Africa	5.1	5.2	5.3	5.3	5.2	6.4	7.4	..	..
Sudan	1.1	1.2	1.2	1.9	2.1	3.8	3.0	3.7	3.3
Swaziland	2.6	2.9	3.0	11.7	12.1	12.7	..	..	4.5
Tanzania	1.9	2.3	2.3	..	..	..	..	..	..
Timor-Leste	..	..	..	4.0	0.5	5.2	7.1	7.9	..
Togo	2.9	2.9	4.2	5.5	5.7	6.3	6.9	7.4	..
Tunisia	2.1	2.6	2.7	3.1	4.1	4.3	4.2	4.2	4.3
Uganda	1.5	3.5	..	2.9	2.9	3.2	..	..	..
Zambia	2.0	1.9	..	2.7	2.7	..	2.6	..	..
Zimbabwe	2.2	3.0	..	..	..	..	..	..	..

Cont.

Cont. Table 1.6

	2000	2001	2002	2003	2004	2005	2006	2007	2008
NORTH & SOUTH AMERICA									
Argentina	3.3	3.3	3.8	3.8	3.6	3.1	3.2	3.1	3.1
Aruba	4.8	5.2	..	..	..	..	..	..	..
Bahamas	..	..	..	..	..	..	..	..	..
Barbados	6.6	7.0	7.3	6.9	6.5	5.9	5.8	..	..
Belize	6.0	6.4	6.0	6.0	5.5	5.7	5.2	..	..
Bermuda	2.5	2.4	2.2	..	2.1	3.9	3.8	..	..
Bolivia	4.7	4.9	5.5	5.9	5.3	5.6	6.8	..	..
Brazil	3.4	3.7	..	3.3	3.4	4.1	4.6	4.6	..
Canada	2.8	2.9	2.9	2.6	2.6	2.5	2.5	2.5	2.5
Chile	3.4	3.8	3.6	..	..	..	..	..	..
Colombia	2.8	3.7	4.0	4.0	4.2	4.4	3.9	3.9	3.7
Costa Rica	1.7	2.0	2.2	2.4	2.5	2.3	2.5	2.3	1.8
Cuba	2.2	2.3	2.4	2.6	2.6	..	..	..	..
Dominica	..	..	12.6	11.7	9.2	10.1	10.4	..	..
Dominican Republic	..	..	..	0.5	0.4	0.4	..	..	..
Ecuador	2.8	1.9	1.7	2.5	2.2	3.8	4.1	..	..
El Salvador	4.3	4.2	4.2	4.1	4.6	4.1	4.6	5.7	4.8
Grenada	..	..	..	..	..	7.4	7.4	..	..
Guatemala	2.2	2.4	..	..	..	..	..	..	..
Guyana	10.0	11.5	..	..	..	..	..	..	..
Honduras	4.3	4.5	4.8	5.6	4.9	5.0	6.3	6.5	7.1
Jamaica	5.3	5.8	5.7	4.6	4.3	..	1.7	1.6	1.4
Mexico	2.1	2.6	2.6	2.4	2.5	2.6	2.7	2.8	2.7
Panama	3.8	3.5	3.5	3.7	3.7	3.7	3.6	3.8	3.2
Paraguay	4.6	4.8	..	..	4.6	4.1	4.4	4.8	..
Peru	2.7	2.6	..	..	2.9	2.7	2.9	..	3.1
Puerto Rico	3.2	3.8	..	..	..	..	..	..	..
St. Vincent and the Gren.	8.5	..	..	..	11.9	11.6	11.2	..	..
Suriname	5.5	6.4	4.4	5.3	5.5	5.7	5.2	..	..
Trinidad and Tobago	3.0	3.4	3.1	2.3	2.6	..	2.4	2.5	..
United States	3.0	3.0	2.8	3.2	3.1	3.1	..	..	..
Uruguay	3.4	3.4	..	..	..	..	3.8	3.5	3.1
Venezuela	3.3	4.0	3.2	3.6	3.5	3.5	3.8	4.4	3.5
ASIA & THE PACIFIC									
Afghanistan	..	..	3.8	..	..	5.5	..	..	..
Australia	3.0	3.0	3.7	3.5	..	3.6	..	3.3	..
Bahrain	4.9	5.7	5.8	5.2	5.4	4.6	4.2	4.1	..
Bangladesh	0.8	0.8	1.1	1.1	1.5	..	..	..	..
Bhutan	..	2.3	..	1.5	2.0	2.1	2.4	..	2.1
Cambodia	0.6	..	..	0.4	..	..	..	..	..
China	3.2	3.4	3.5	3.4	3.3	3.2	3.1	2.9	..
Fiji	5.2	5.3	3.8	6.8	5.9	4.7	4.7	..	..
Hong Kong (China)	4.4	4.0	3.8	3.8	3.8	3.7	3.6	3.5	3.6
India	1.5	1.6	1.6	..	2.3	2.4	2.0	..	..
Indonesia	1.4	1.4	1.7	2.0	2.2	..	..	..	..
Iran	1.1	1.1	0.9	1.3	1.2	1.4	..	..	..
Israel	3.0	3.3	3.5	4.3	4.3	4.1	..	..	1.1
Japan	2.6	2.9	4.0	4.0	3.6	2.9	3.0	3.1	3.0
Jordan	6.7	7.8	7.8	8.2	8.3	8.4	8.2	8.2	6.7

Cont.

Cont. Table 1.6

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Kiribati	6.4	6.6	..	..	..	..	..	..	..
Korea, Rep.	3.9	4.1	4.0	4.5	4.6	4.7	4.7	4.6	4.7
Kuwait	1.7	2.1	2.6	3.5	3.5	..	..	..	..
Kyrgyz Republic	2.0	2.4	3.0	3.1	3.9	4.5	4.8	..	..
Lao PDR	1.5	1.5	1.5	1.5	1.5	1.8	..	..	..
Macao SAR, China	3.2	3.4	3.4	3.0	2.5	2.5	2.3	2.2	..
Malaysia	4.1	4.8	4.8	4.5	4.6	..	..	..	..
Maldives	8.5	9.4	10.2	10.5	12.6	12.7	..	..	..
Marshall Islands	5.7	5.4	5.6	5.2	..	..	..	..	..
Micronesia, Fed. Sts.	4.8	4.8	5.1	4.6	5.0	4.9	5.3	..	..
Mongolia	4.3	4.6	4.5	4.3	3.9	3.6	4.8	5.1	6.0
Myanmar	0.2	0.2	0.2	0.3	0.5	..	..	..	..
Nepal	1.3	1.3	1.3	1.5	1.1	0.9	1.0	..	..
New Caledonia	2.8	..	..	..	..	..	..	..	..
New Zealand	3.4	3.3	3.3	3.9	3.6	4.4	3.2	3.0	2.9
Oman	1.9	2.1	2.5	2.4	2.6	3.0	2.6	3.4	..
Pakistan	1.8	1.8	1.9	2.1	2.1	2.2	2.6	2.7	..
Papua New Guinea	2.3	..	..	..	..	..	..	..	..
Philippines	2.9	3.4	3.7	3.8	4.8	4.4	..	..	..
Qatar	1.9	2.4	2.4	2.4	2.0	1.8	1.8	..	..
Samoa	4.2	4.2	4.4	4.7	..	..	..	..	..
Saudi Arabia	2.4	2.9	3.3	3.4	3.2	2.9	3.0	3.0	2.7
Singapore	3.4	3.7	3.8	3.6	3.3	3.6	2.9	2.8	..
Solomon Islands	2.8	3.0	..	2.0	2.5	2.7	3.7	3.6	..
Sri Lanka	1.9	2.0	2.0	..	2.2	2.5	..	..	..
Syrian Arab Republic	1.9	2.0	2.2	2.5	2.8	2.7	3.0	..	..
Thailand	2.6	3.0	3.3	3.3	3.2	..	..	4.0	..
Vanuatu	4.8	5.2	4.9	..	4.3	3.7	..	..	..
Vietnam	3.5	3.9	4.0	4.1	4.5	4.7	..	..	..
United Arab Emirates	2.7	3.0	2.9	2.9	2.7	2.6	2.7	3.1	..
Uzbekistan	1.6	1.7	..	..	2.1	2.2	2.5	..	..
West Bank and Gaza	0.4	0.5	0.7	0.7	0.7	0.8	..	..	..
Yemen	1.0	1.2	1.5	1.3	1.2	..	..	..	..
EUROPE									
Albania	1.8	4.1	5.6	6.0	..	6.1	5.9	6.0	..
Andorra	..	..	..	4.2	4.1	4.0	3.8	3.7	..
Armenia	3.0	3.9	3.0	2.9	3.2	3.0	..	..	..
Austria	2.4	2.5	2.2	2.2	2.2	2.5	2.3	2.1	1.7
Azerbaijan	1.6	1.5	1.4	1.5	..	1.3	3.0	2.5	2.4
Belarus	1.5	1.3	1.5	1.5	1.4	1.3	2.1	..	..
Belgium	1.9	2.1	2.1	2.1	3.1	3.0	3.0	2.9	2.8
Bosnia and Herzegovina	4.3	4.6	..	7.1	7.0	6.2	6.2	5.6	5.5
Bulgaria	3.1	5.8	6.2	6.4	6.4	6.4	6.1	5.9	5.3
Croatia	..	..	4.7	4.7	4.7	4.9	5.0	4.6	4.6
Cyprus	3.2	3.5	3.4	3.2	3.1	2.9	3.0	3.3	5.8
Czech Republic	4.5	4.3	4.3	4.4	3.5	3.5	3.3	3.7	3.8
Denmark	2.6	2.6	2.5	2.6	2.6	2.6	2.5	2.6	2.4
Estonia	5.1	5.5	5.7	5.6	5.9	5.5	5.3	4.7	4.5
Finland	3.3	3.4	3.2	3.0	3.0	2.7	2.7	2.5	2.3
France	2.1	2.2	2.2	2.4	2.4	2.4	2.3	2.2	2.0
Georgia	3.5	4.0	4.6	5.4	6.1	6.2	7.3	6.5	6.9
Germany	2.7	2.8	2.9	3.0	3.0	3.0	2.9	2.7	2.5
Greece	3.7	3.7	4.6	4.4	4.2	3.9	3.9	3.7	..

Cont.

Cont. Table 1.6

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Hungary	6.7	7.1	5.6	5.5	4.7	4.6	4.4	4.2	3.8
Iceland	2.4	2.2	..	2.9	2.9	2.8	2.8	2.8	2.9
Ireland	2.7	2.7	2.6	2.6	2.8	2.4	2.4	2.4	2.5
Italy	2.2	2.5	2.5	2.4	3.0	3.0	3.2	3.0	2.9
Latvia	4.4	4.6	..	..	..	..	4.0	..	..
Liechtenstein	1.1	1.1	1.2	1.1	0.9	0.8	1.4	..	..
Lithuania	2.3	2.2	3.1	3.6	3.4	3.5	3.3	3.0	2.8
Luxembourg	1.4	1.4	1.4	1.5	1.5	1.5	1.4	1.4	1.4
Macedonia, FYR	5.2	6.4	6.9	6.7	6.3	5.7	7.2	6.6	6.3
Malta	2.8	5.2	5.1	5.3	5.7	5.5	4.9	4.6	..
Moldova	3.9	5.4	5.8	6.3	7.5	9.7	10.0	10.1	..
Netherlands	3.7	3.3	..	..	..	..	..	..	0.7
Norway	1.4	1.6	1.7	1.8	1.7	1.6	1.4	1.4	1.2
Poland	4.1	..	..	3.4	3.8	3.8	3.7	..	3.9
Portugal	4.5	5.2	5.0	5.0	5.1	4.9	4.7	4.4	4.6
Romania	2.3	..	3.8	3.7	4.0	3.8	3.8	3.4	..
Russian Federation	2.0	2.3	..	2.8	3.0	2.9	2.9	2.6	..
Serbia	3.2	3.0	..	3.9	2.9	4.5	3.2	5.0	5.3
Slovak Republic	3.9	3.7	4.0	4.0	3.9	3.9	3.5	3.4	3.3
Slovenia	1.8	2.8	2.9	2.9	3.2	3.3	3.4	3.2	3.3
Spain	3.2	3.5	4.3	4.4	4.4	4.5	4.3	4.2	4.0
Sweden	3.2	3.3	3.1	..	2.8	2.7	2.8	2.7	..
Switzerland	3.3	3.4	3.4	3.5	3.5	3.5	3.3	3.4	3.3
Tajikistan	0.7	0.6	0.6	0.6	..	2.9	..	..	..
Turkey	3.0	3.4	3.3	3.3	2.8	2.6	2.3	2.5	2.3
Ukraine	3.7	4.0	4.4	5.2	5.8	5.9	5.7	..	..
United Kingdom	3.7	3.9	3.8	3.8	3.6	3.7	4.3	4.4	4.3

Note: Telecommunications revenue is the revenue from the provision of telecommunications services such as fixed-line, mobile, and data.

Source: The World Bank (2010).

Table 1.7 Information and communication technology expenditure, worldwide by country 2003-2008 (per cent of GDP)

	2003	2004	2005	2006	2007	2008
AFRICA						
Algeria	2.4	2.5	2.6	2.5	2.5	2.3
Cameroon	3.5	3.8	4.0	3.9	4.2	4.6
Egypt	4.0	4.7	5.3	5.4	5.2	5.7
Kenya	5.4	5.5	5.8	5.2	5.5	5.8
Morocco	5.3	6.7	7.5	7.4	10.0	12.5
Nigeria	4.0	4.0	4.0	3.3	3.4	3.1
Senegal	6.5	7.7	9.0	10.4	10.6	10.8
South Africa	8.0	8.0	9.5	9.8	9.4	10.1
Tunisia	4.3	5.1	5.4	5.7	5.7	5.4
Zimbabwe	3.6	1.5	2.3	..	..	..
NORTH & SOUTH AMERICA						
Argentina	4.2	5.1	4.6	5.4	5.2	4.8
Bolivia	6.1	6.1	5.9	5.2	5.1	4.9
Brazil	5.7	6.2	5.9	5.7	5.5	5.3
Canada	7.0	6.9	6.7	6.5	6.6	6.6
Chile	4.7	4.6	4.7	4.7	4.9	5.1
Colombia	4.0	4.6	4.4	4.9	4.7	4.7
Costa Rica	6.2	6.9	6.2	6.9	6.2	6.2
Ecuador	3.9	3.8	5.7	5.6	5.5	5.3
Honduras	5.1	6.0	6.4	7.2	7.9	8.6
Jamaica	6.0	5.0	3.9	3.8	3.6	3.3
Mexico	4.6	4.7	4.8	4.7	4.7	4.6
Panama	5.5	6.7	5.6	6.0	6.0	5.5
Peru	3.1	2.9	3.1	2.9	3.2	3.4
United States	7.5	7.5	7.4	7.4	7.3	7.4
Uruguay	4.1	4.2	5.3	4.9	4.6	4.3
Venezuela	3.1	3.2	3.7	4.0	3.9	3.5
ASIA & THE PACIFIC						
Australia	6.5	6.0	5.9	5.9	5.8	4.9
Bangladesh	1.9	2.4	4.1	5.9	8.0	9.0
China	7.9	8.0	7.9	7.5	6.6	6.0
Hong Kong (China)	6.3	7.0	7.8	8.2	9.4	9.2
India	3.2	3.8	4.4	4.1	3.9	4.5
Indonesia	3.1	3.3	3.3	3.2	3.2	3.3
Iran	2.4	2.6	2.7	3.2	3.5	..
Israel	6.0	6.3	6.1	6.0	5.7	5.4
Japan	6.7	6.6	6.7	7.0	6.9	6.7
Jordan	10.2	10.6	10.1	9.0	8.3	7.3
Kuwait	4.7	4.7	3.9	3.5	3.5	3.2
Korea (Rep.)	9.0	9.5	9.2	9.4	9.2	9.1
Malaysia	12.8	13.4	12.0	12.2	11.0	9.7
New Zealand	5.7	5.5	5.5	5.5	5.1	5.5
Pakistan	3.2	3.3	3.9	4.2	4.4	4.4
Philippines	5.0	6.0	5.3	5.4	5.9	6.1
Saudi Arabia	5.1	5.0	4.8	4.9	5.4	5.2
Singapore	10.1	9.7	9.6	8.7	7.5	7.1
Sri Lanka	2.4	2.7	3.3	3.8	4.6	4.3
Thailand	5.8	6.2	6.1	6.2	6.1	6.2
United Arab Emirates	5.8	5.7	5.2	5.0	4.9	..
Vietnam	7.5	7.3	6.7	6.4	5.9	4.9

Cont.

Cont. Table 1.7

	2003	2004	2005	2006	2007	2008
EUROPE						
Austria	5.9	6.0	6.1	6.2	5.9	5.5
Belgium	5.5	5.4	5.5	5.5	5.3	5.2
Bulgaria	7.0	6.8	7.2	7.1	6.6	6.3
Czech Republic	8.2	8.3	8.3	8.4	8.2	7.6
Denmark	5.2	5.1	5.3	5.5	5.1	5.0
Finland	6.9	7.6	7.6	7.7	7.3	6.5
France	5.6	5.5	5.6	5.8	5.5	5.2
Germany	5.8	5.9	5.9	6.0	5.6	5.4
Greece	4.9	4.7	4.3	4.6	4.5	4.5
Hungary	10.0	10.3	10.4	10.8	9.8	8.9
Ireland	4.9	4.9	4.8	4.8	4.5	4.6
Italy	5.1	5.3	5.3	5.5	5.1	4.9
Netherlands	6.8	6.8	7.1	7.2	6.7	6.3
Norway	4.2	4.3	4.2	4.1	3.9	3.7
Poland	5.7	6.3	6.1	6.3	5.8	5.5
Portugal	5.9	6.1	6.4	6.4	6.2	6.0
Romania	4.9	5.0	4.7	4.9	4.9	4.9
Russian Federation	4.2	4.5	4.3	4.2	3.8	3.5
Slovak Republic	4.8	4.6	5.4	5.9	6.1	6.2
Slovenia	3.4	3.9	4.4	4.9	4.7	4.7
Spain	5.6	5.0	5.2	5.2	4.9	4.8
Sweden	6.4	6.3	6.2	6.2	5.8	5.7
Switzerland	7.4	7.7	8.2	8.0	7.7	7.2
Turkey	4.5	4.2	4.2	4.1	4.0	4.1
Ukraine	6.8	7.9	8.1	8.1	6.8	5.9
United Kingdom	6.3	6.3	6.1	6.1	6.0	6.3

Note: Information and communications technology expenditures include computer hardware (computers, storage devices, printers, and other peripherals), computer software (operating systems, programming tools, utilities, applications, and internal software development), computer services (information technology consulting, computer and network systems integration, web hosting, data processing services, and other services), and communications services (voice and data communications services) and wired and wireless communications equipment.

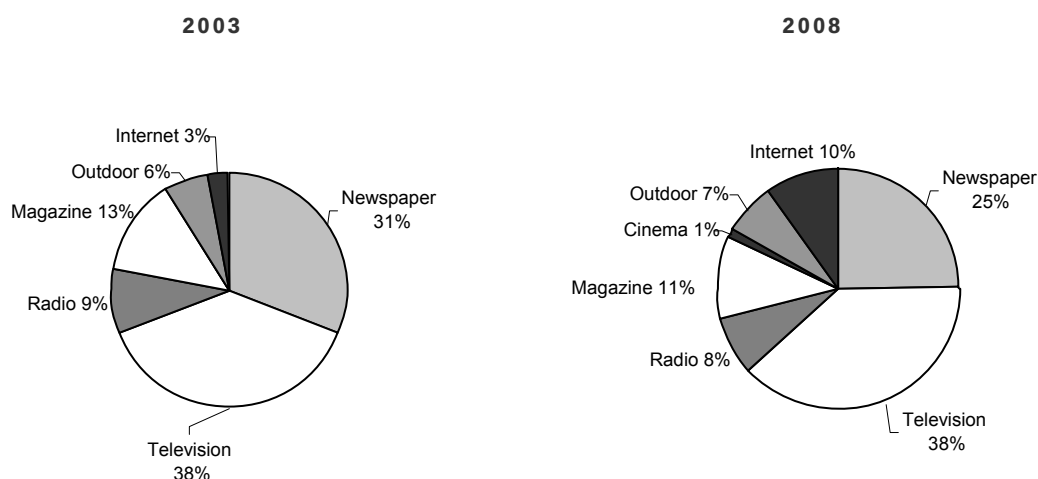
Source: The World Bank (2010).

Table 1.8 Goals and public investments, implementation of broadband, selected countries 2010

	Speed goal (Mbit/s)	Access goals of broadband connections among households (%)		Public investments allocated (USD per inhabitant) ¹	Total public investments allocated (USD millions) ¹
Korea (Rep.)	1000	100	(2012)	21	984
Australia	100	90	(2018)	509	11 000
Finland	100	100	(2016)	18	96
Japan	100	90	(2010)	15	1 900
Portugal	100	50	(2010)	7	73
Sweden	100	90	(2020)	3	29
Estonia	100	98	(2012)	99	132
Singapore	100	95	(2012)	144	650
Lithuania	100	98	(2012)	..	..
Germany	50	100	(2018)	3	219
United States	5	..	(2010)	24	7 200
Ireland	2	100	(2012)	73	323
United Kingdom	2	100	(2012)	5	328
Italy	2	100	(2012)	31	1 810
Slovenia	1	100	(2010)	.. ²	.. ²
Spain	1	100	(2011)	..	129
France	0.5	100	(2010)	18 ³	1 091
Canada	..	95	(2012)	6	211
Luxembourg	..	..	..	570	285

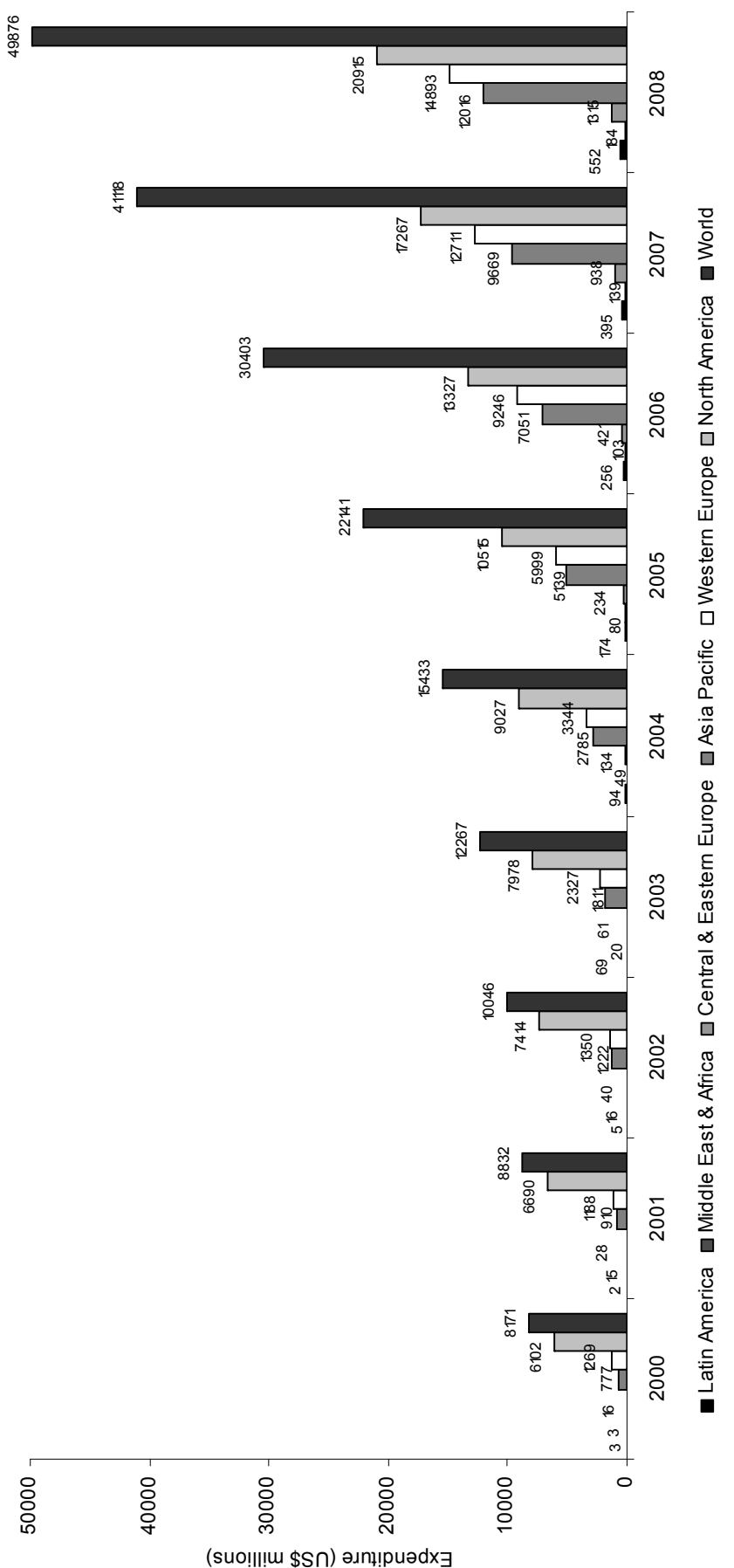
¹ Data have been processed.² Means have been set aside but budget information has not been possible to verify.³ Total sum of public-private collaboration.

Source: The Swedish Post and Telecom Agency (2010).

Figure 1.1 Global advertising-market share by medium 2003 and 2008 (per cent)

Source: WAN (2009).

Figure 1.2 Global Internet-advertising expenditure by region 2000-2008 (USD millions)



Source: WAN (2009).

Table 1.9 Distribution of advertising expenditure by medium, selected countries 2007 (per cent and per cent of GDP)

	Newspaper	Magazine	Television	Radio	Cinema	Outdoor	Internet	Advertising as % of GDP
Portugal	21.7	10.9	55.9	4.7	0.7	6.2	0.0	1.32
USA	24.5	10.2	37.8	10.7	0.4	3.5	13.0	1.18
United Kingdom	31.3	11.8	26.9	3.3	1.4	6.5	18.8	1.08
Austria	46.0	16.4	21.9	6.2	0.6	6.3	2.5	0.96
Japan	19.3	9.3	41.0	3.4	0.0	17.0	10.1	0.88
Greece	14.8	33.9	45.5	4.2	0.0	0.0	1.6	0.86
Ireland	54.6	2.0	23.6	8.9	0.7	8.7	1.4	0.83
Denmark	46.3	10.8	18.5	2.1	0.4	3.5	18.4	0.80
Finland	51.9	16.0	20.4	3.7	0.2	3.2	4.8	0.80
Sweden	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Switzerland	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Netherlands	35.0	18.5	19.7	6.3	0.1	3.8	16.6	0.77
Spain	25.4	9.0	43.4	8.5	0.5	7.1	6.0	0.76
Belgium	28.8	12.6	35.5	11.9	0.9	6.6	3.6	0.73
Germany	42.1	17.5	26.0	4.3	0.7	5.1	4.3	0.73
Italy	19.8	16.8	52.0	5.3	0.8	2.2	3.1	0.65
France	25.6	19.0	32.4	7.2	0.8	10.3	4.6	0.64
Norway	50.7	8.3	21.0	3.8	0.9	3.3	12.1	0.64

Source: Statistikcentralen (2010).

Table 1.10 Households with access to a computer at home, in OECD countries 2000-2008 (per cent of all households)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Iceland	..	..	..	..	85.7	89.3	84.6	89.1	91.9
Netherlands	..	..	69.0	70.8	..	77.9	80.0	86.3	87.7
Sweden	59.9	69.2	..	..	..	79.7	82.5	82.9	87.1
Japan ¹	50.5	58.0	71.7	78.2	77.5	80.5	80.8	85.0	85.9
Norway	..	..	..	71.2	71.5	74.2	75.4	82.4	85.8
Denmark	65.0	69.6	72.2	78.5	79.3	83.8	85.0	83.0	85.5
Luxembourg	..	..	52.6	58.0	67.3	74.5	77.3	80.0	82.8
Germany	47.3	53.0	61.0	65.2	68.7	69.9	76.9	78.6	81.8
South Korea ²	71.0	76.9	78.6	77.9	77.8	78.9	79.6	80.5	80.9
Canada	55.2	59.8	64.1	66.6	68.7	72.0	75.4	78.4	..
United Kingdom	38.0	49.0	57.9	63.2	65.3	70.0	71.5	75.4	78.0
Switzerland	57.7	62.2	65.4	68.9	70.6	76.5	77.4	..	..
Austria	34.0	..	49.2	50.8	58.6	63.1	67.1	70.7	75.9
Finland	47.0	52.9	54.5	57.4	57.0	64.0	71.1	74.0	75.8
Australia	53.0	58.0	61.0	66.0	67.0	70.0	73.0	75.0	..
New Zealand ³	..	46.6	..	62.0	..	..	71.6	..	..
Ireland	32.4	..	..	42.2	46.3	54.9	58.6	65.5	70.3
Belgium	..	..	..	..	..	..	57.5	67.2	70.0
France	27.0	32.4	36.6	45.7	49.8	..	..	61.6	68.4
EU27	..	..	..	..	..	..	60.6	64.0	67.9
Spain	30.4	..	..	47.1	52.1	54.6	57.2	60.4	63.6
Slovak Republic	..	..	..	..	38.5	46.7	50.1	55.4	63.2
United States	51.0	56.2	..	61.8	..	..	..	..	..
Poland	..	..	..	..	36.1	40.1	45.4	53.7	58.9
Hungary	..	..	..	..	31.9	42.3	49.6	53.5	58.8
Italy	29.4	..	39.9	47.7	47.4	45.7	51.6	53.4	56.0
Czech Republic	..	..	..	23.8	29.5	30.0	39.0	43.4	52.4
Portugal	27.0	39.0	26.8	38.3	41.3	42.5	45.6	48.3	49.8
Greece	..	..	25.3	28.7	29.0	32.6	36.7	40.2	44.0
Mexico	..	11.6	15.4	..	18.4	18.3	21.2	22.0	26.1
Turkey	..	..	..	..	10.2	12.2	..	..	..

¹ PCs only.² Previously, data for South Korea were based on the Computer and Internet Use Survey conducted by the Korean National Statistical Office. Certain items of that survey are no longer collected and data are now sourced from the Survey on Computer and Internet Usage conducted by the National Internet Development Agency (NIDA) of South Korea. The NIDA series shows larger shares than the previous survey. Up until 2005, data included only desktop and notebook PCs. From 2006 onwards, data includes portable and handheld PCs.³ The information is based on households in private occupied dwellings. Visitor-only dwellings, such as hotels, are excluded.

Note: Including PC, portable, handheld computers. Generally, data from the EU Community Survey on household use of ICT, which covers EU countries plus Iceland, Norway and Turkey, relate to the first quarter of the reference year. For the Czech Republic, data relate to the fourth quarter of the reference year.

Source: OECD (2009a).

Table 1.11 The top 20 most visited sites on the Internet worldwide, 2010 (per cent and minutes)

Rank	Site	Daily reach (%)	Daily time on site (minutes)
1	google.com	42	12
2	facebook.com	31	33
3	youtube.com	24	21
4	yahoo.com	27	10
5	live.com	17	6
6	wikipedia.org	13	5
7	blogger.com	12	6
8	baidu.com	9	11
9	msn.com	12	3
10	qq.com	6	19
11	twitter.com	6	8
12	yahoo.co.jp	5	16
13	google.co.in	4	9
14	google.de	4	9
15	sina.com.cn	4	12
16	wordpress.com	5	3
17	taobao.com	3	21
18	myspace.com	3	13
19	google.co.uk	3	8
20	microsoft.com	5	3

Note: Home and at work, the last three months. April 2010.

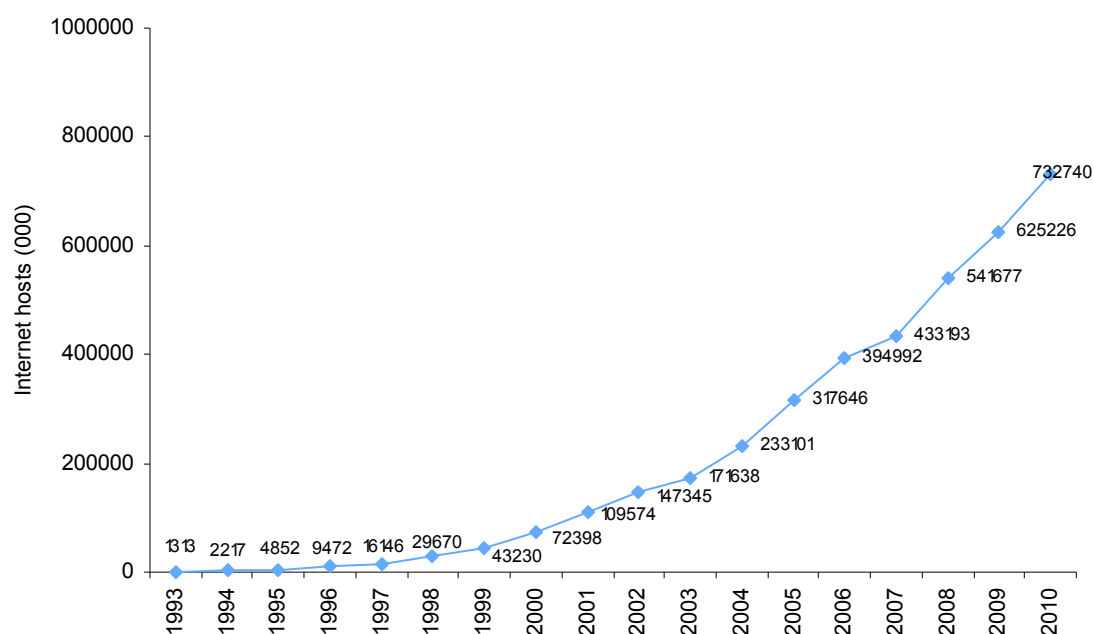
Source: Alexa (2010).

Table 1.12 Top ten global web-parent companies by worldwide reach 2010 (thousand, per cent and hours)

Rank	Parent company	Unique audience (000)	Active reach (%)	Time per person (hh:mm:ss)
1	Google	360 420	84.59	02:06:48
2	Microsoft	319 131	74.90	02:38:46
3	Yahoo!	235 656	55.31	01:47:15
4	Facebook	220 596	51.78	05:52:01
5	eBay	159 778	37.50	01:33:00
6	Wikimedia Foundation	154 103	36.17	00:13:13
7	AOL LLC	122 482	28.75	01:55:37
8	News Corp. Online	120 253	28.22	00:42:42
9	Amazon	120 014	28.17	00:20:17
10	InterActiveCorp	118 491	27.81	00:10:07

Note: Home and at work. February 2010.

Source: Nielsen (2010).

Figure 1.3 Growth of Internet hosts worldwide 1993-2010 (thousand)

Note: Number of computers connected to the Internet through active domains. The data only lists domains that are supported by a DNS server on the Internet. The data refer to January each year.

Source: ISC (2010).

Table 1.13 Number of generic top-level domains (gTDLs) 2004-2009 (units)

	2004	2005	2006	2007	2008	2009
.biz	106 8482	1 305 608	1 595 772	1 921 733	2 042 407	2 016 193
.com	32 905 686	47 809 945	63 352 956	72 720 500	80 225 418	83 592 799
.info	2 974 983	2 415 079	3 954 654	4 982 217	5 132 712	5 444 925
.net	5 258 931	7 299 645	8 985 656	10 777 024	12 167 330	12 593 510
.org	3 269 286	4 687 049	5 635 690	6 478 542	7 532 564	7 934 179

Note: Refers to quarter 4 of each year.

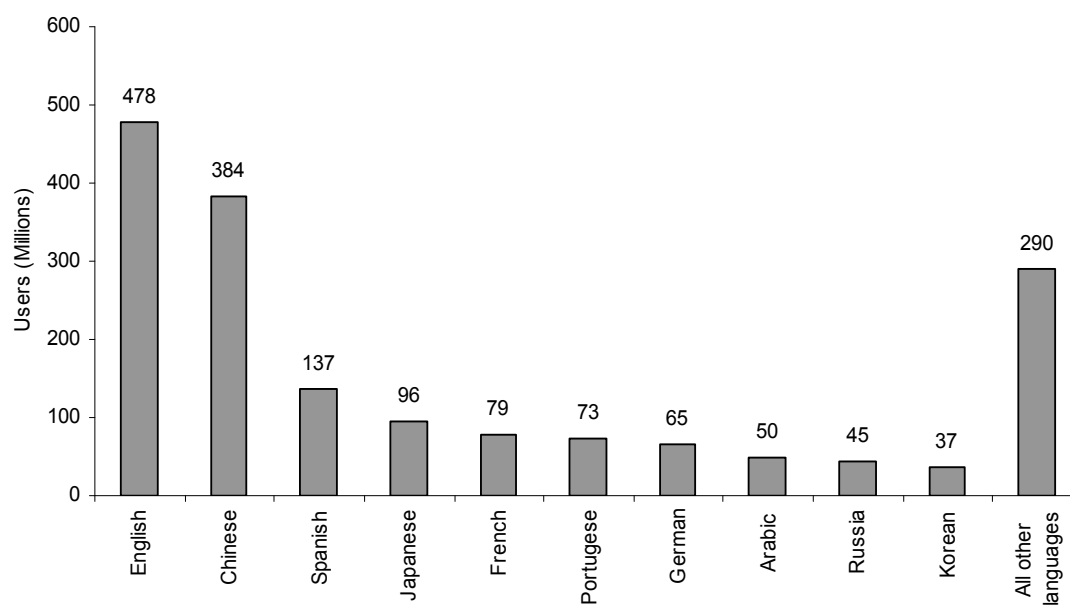
Source: KISA ISIS (2009).

Table 1.14 Number of country-code top level domains (ccTLDs), selected countries 2004-2009 (units)

	TDL	2004	2005	2006	2007	2008	2009
Australia	au	481 018	621 133	822 481	1 024 176	1 324 302	1 587 458
Austria	at	384 872	474 165	716 197	735 023	834 311	909 287
Belgium	be	380 059	873 362	641 645	746 022	879 803	977 998
Canada	ca	478 610	623 936	779 276	976 874	1 176 377	1 310 426
Czech Rep.	cz	186 469	226 074	288 970	385 464	530 345	633 326
Denmark	dk	561 035	651 558	766 530	875 107	980 183	1 035 480
Finland	fi	93 107	117 527	138 431	164 610	205 095	224 822
France	fr	313 647	427 220	733 293	1 018 070	1 379 848	1 609 404
Germany	de	8 176 639	9 412 280	10 619 771	11 771 605	12 684 184	13 313 425
Greece	gr	77 000	120 000	150 332	150 332	150 332	150 332
Hungary	hu	144 000	200 000	280 000	350 000	430 000	475 000
Iceland	is	10 800	14 000	17 000	22 000	24 200	27 800
Ireland	ie	42 486	54 684	72 341	93 699	119 952	135 903
Italy	it	1 151 270	1 148 461	1 315 307	1 492 869	1 662 647	1 777 699
Japan	jp	645 197	786 124	889 456	988 888	1 075 852	1 140 159
South Korea	kr	590 800	642 770	705 775	937 705	1 012 696	1 064 179
Luxembourg	lu	18 904	22 447	24 376	36 135	43 167	47 797
Mexico	mx	110 431	162 028	189 987	231 260	289 035	382 113
Netherlands	nl	1 302 164	1 715 032	2 259 984	2 737 908	3 291 901	3 678 224
New Zealand	nz	171 807	207 228	264 711	314 053	351 464	381 964
Norway	no	250 299	257 349	312 527	361 118	425 547	455 004
Poland	pl	273 425	397 649	590 462	888 883	1 350 138	1 641 316
Portugal	pt	42 682	80 653	129 138	184 595	290 205	295 575
Sweden	se	295 301	415 861	566 871	701 960	854 905	936 597
Switzerland	ch	673 529	759 183	903 669	1 056 751	1 244 567	1 381 198
Spain	es	84 064	298 600	521 207	805 327	1 129 947	1 207 832
Slovak Rep.	sk	60 067	81 254	109 169	109 169	182 404	203 035
Turkey	tr	62 309	76 760	132 079	146 083	187 048	207 394
United Kingdom	uk	3 706 798	4 698 065	5 614 591	6 569 811	7 463 345	7 989 563
United States	us	891 824	954 190	119 677	1 396 128	1 451 520	1 640 520

Note: Refers to quarter 4 of each year.

Source: KISA ISIS (2009).

Figure 1.4 Top ten main languages on the Internet 2009 (millions of users)

Note: Data refer to the first half of the year.

Source: Internet World Stats (2010).

Table 1.15 Households with Internet access, in OECD countries 2000-2008 (per cent of all households)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
South Korea ¹	49.8	63.2	70.2	68.8	86.0	92.7	94.0	94.1	94.3
Iceland	..	..	..	..	80.6	84.4	83.0	83.7	87.7
Netherlands	41.0	..	58.0	60.5	..	78.3	80.3	82.9	86.1
Sweden	48.2	53.3	..	..	..	72.5	77.4	78.5	84.4
Norway ²	..	..	..	60.5	60.1	64.0	68.8	77.6	84.0
Denmark	46.0	59.0	55.6	64.2	69.4	74.9	78.7	78.1	81.9
Luxembourg	..	..	39.9	45.4	58.6	64.6	70.2	74.6	80.1
Germany	16.4	36.0	46.1	54.1	60.0	61.6	67.1	70.7	74.9
Switzerland	..	..	..	..	61.0	..	70.5	73.9	..
Canada ³	42.6	49.9	54.5	56.9	59.8	64.3	68.1	72.7	..
Finland	30.0	39.5	44.3	47.4	50.9	54.1	64.7	68.8	72.4
United Kingdom	19.0	40.0	49.7	55.1	55.9	60.2	62.6	66.7	71.1
Austria	19.0	..	33.5	37.4	44.6	46.7	52.3	59.6	68.9
Australia	32.0	42.0	46.0	53.0	56.0	60.0	64.0	67.0	..
New Zealand ⁴	..	37.4	..	..	..	..	64.5	..	..
Japan	..	..	48.8	53.6	55.8	57.0	60.5	62.1	63.9
Belgium	..	..	..	..	..	50.2	54.0	60.2	63.6
Ireland	20.4	..	..	35.6	39.7	47.2	50.0	57.3	63.0
France	11.9	18.1	23.0	31.0	33.6	..	40.9	49.2	62.3
United States	41.5	50.4	..	54.7	..	..	..	61.7	..
EU27	..	..	..	..	39.5	48.4	49.2	54.1	60.4
Slovak Republic	..	..	..	..	23.3	23.0	26.6	46.1	58.3
Spain	..	..	..	27.5	33.6	35.5	39.1	44.6	51.0
Hungary	..	..	..	..	14.2	22.1	32.3	38.4	48.4
Poland	..	..	11.0	14.0	26.0	30.4	35.9	41.0	47.6
Italy	18.8	..	33.7	32.1	34.1	38.6	40.0	43.4	46.9
Portugal	8.0	18.0	15.1	21.7	26.2	31.5	35.2	39.6	46.0
Czech Republic	..	..	..	14.8	19.4	19.1	29.3	35.1	45.9
Greece	..	..	12.2	16.3	16.5	21.7	23.1	25.4	31.0
Mexico	..	6.1	7.6	..	8.9	8.8	10.4	11.9	13.7
Turkey	6.9	..	..	..	7.0	7.7	..	..	..

¹ For 2000 to 2003, data include Internet access only via computer. As of 2004, Internet access through mobile phone, TV and game consoles are also included.

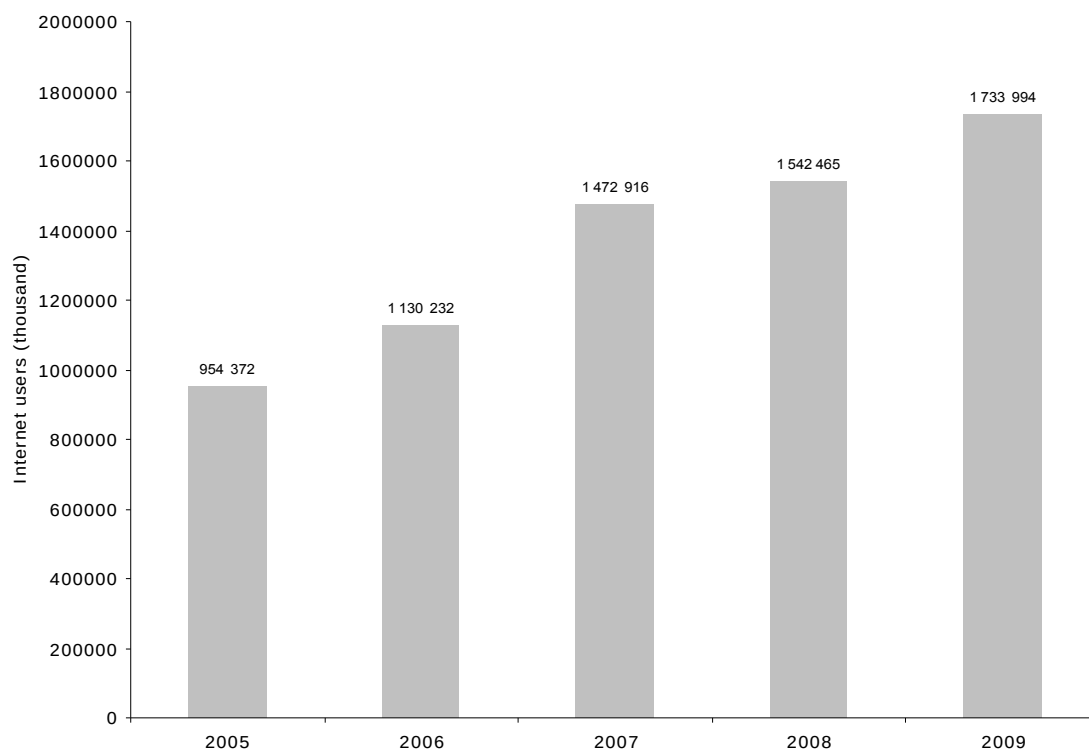
² For 2003, data include LAN (wireless or cable).

³ Statistics for 2001 and every other year thereafter include the territories (Northwest Territories, Yukon Territory and Nunavut). For the even years, statistics include the ten provinces only.

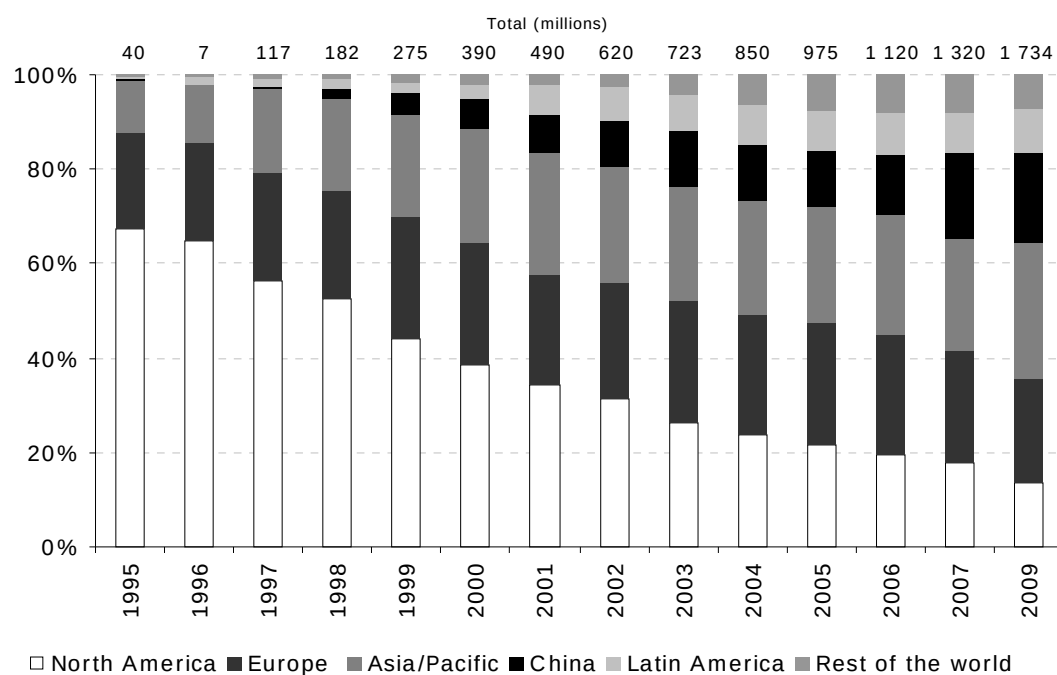
⁴ The information is based on households in private occupied dwellings. Visitor-only dwellings, such as hotels, are excluded.

Note: Internet access is via any device (desktop computer, portable computer, TV, mobile phone etc.).

Source: OECD (2009a).

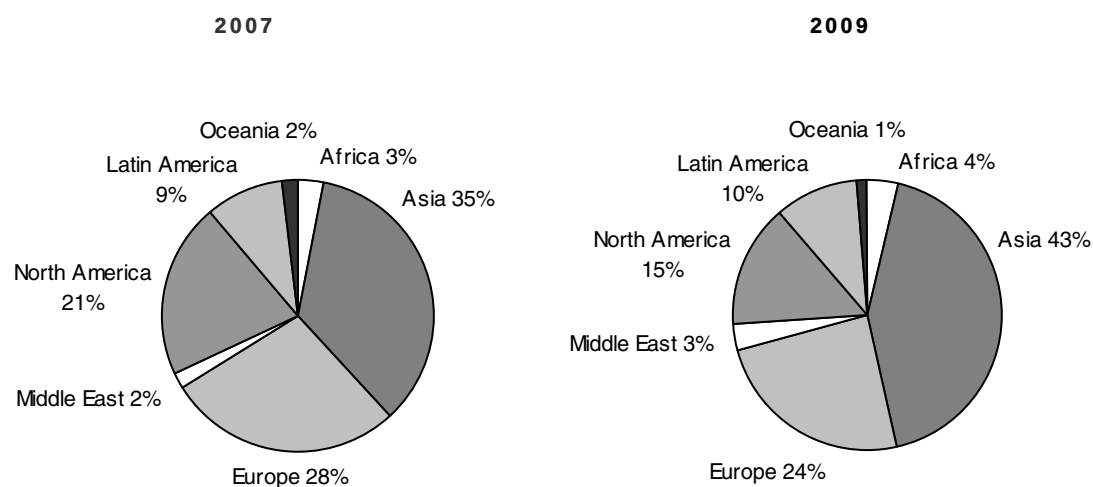
Figure 1.5 World Internet users 2005-2009 (thousand)

Sources: Internet World Stats (2010); Teleco (2010).

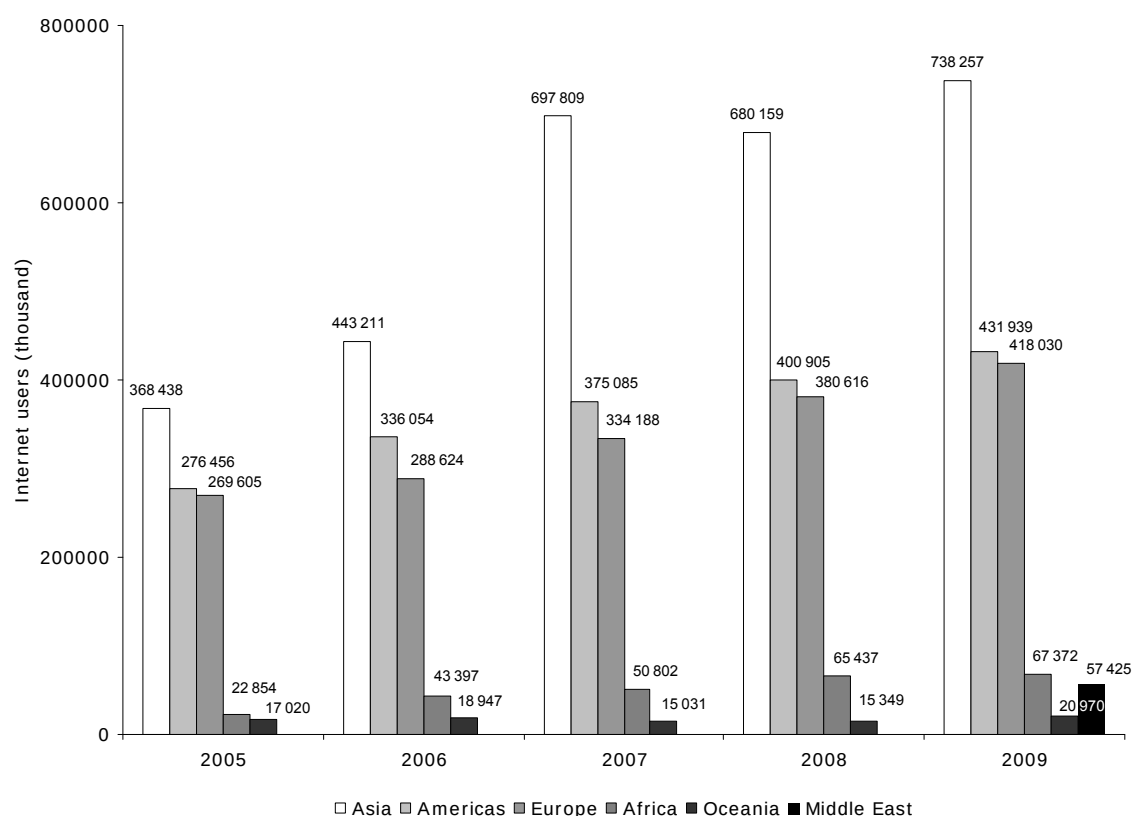
Figure 1.6 Geographic distribution of worldwide Internet users 1995-2009 (millions and per cent)

Note: China less than 1% in 1995, approximately 21% or 360 million users, in 2009.

Source: WAN (2009).

Figure 1.7 Internet users worldwide by region 2007 and 2009 (per cent)

Sources: Nordicom (2007); Internet World Stats (2010).

Figure 1.8 World Internet users by region 2005-2009 (thousand)

Note: 2009 data are not comparable with previous years, due to the differences in defining the Middle East region.

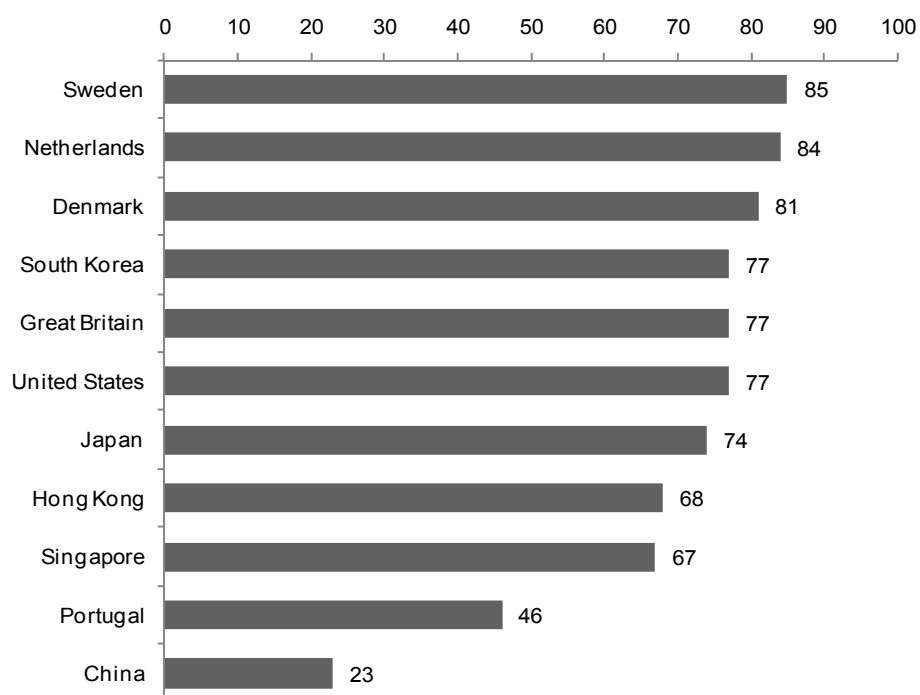
Sources: Internet World Stats (2010); Teleco (2010).

Table 1.16 World Internet users by region, 2000 and 2009 (millions and per cent)

	Population ¹ (millions)	Internet users 2000 ² (millions)	Internet users 2009 ³ (millions)	Growth 2000/2009 (%)	Penetration 2009 (% of population)	Share of world users 2009 (%)
Africa	991	5	67	1 392.4	6.8	3.9
Asia	3 808	114	738	545.9	19.4	42.6
Europe	804	105	418	297.8	52.0	24.1
Middle East	203	3	57	1 648.2	28.3	3.3
North America	341	108	253	134.0	74.2	14.6
Latin America	587	18	179	890.8	30.5	10.3
Pacific	35	8	21	175.2	60.4	1.2
World total	6 768	361	1 734	380.3	25.6	100.0

¹ 2009 are estimates.² 31 December 2000. ³ 2009 or latest data available.

Source : Internet World Stats (2010).

Figure 1.9 Internet users, share of population, in selected countries 2009 (per cent)

Note: Age 6+ or 12+.

Source: World Internet Institute (2010).

Table 1.17 The leading 20 countries worldwide with highest number of Internet users 2008 (users per 100 people)

	Internet users (per 100 people)	Broadband subscriptions ¹ (per 100 people)	Personal computers (per 100 people)	HDI Rank
Iceland	90.0	32.9	53.1	17
Sweden	87.7	41.2	87.8	2
Netherlands	87.0	35.1	90.9	7
Denmark	83.3	37.1	55.1	19
Norway	82.5	33.3	62.7	1
Finland	82.5	30.5	..	16
Luxembourg	79.2	29.8	67.7	24
United Kingdom	76.0	28.2	80.2	26
Switzerland	75.9	34.2	97.6	13
United States	75.9	23.5	78.7	4
South Korea	75.8	32.1	58.1	12
Germany	75.5	27.5	65.5	10
Canada	75.3	29.6	94.4	8
Japan	75.2	23.7	..	11
Antigua and Barbuda	75.0	13.5	20.7	..
Barbados	73.7	64.8	..	42
New Zealand	71.4	21.6	53.0	3
Austria	71.2	20.7	..	25
Australia	70.8	24.4	..	2
Andorra	70.5	24.5	..	30

¹ Number of subscriptions to digital subscriber lines, cable modems or other fixed broadband expressed per 100 people. Includes digital subscriber line/analog subscriber line connections with speeds of 56 kilobits per second and higher.

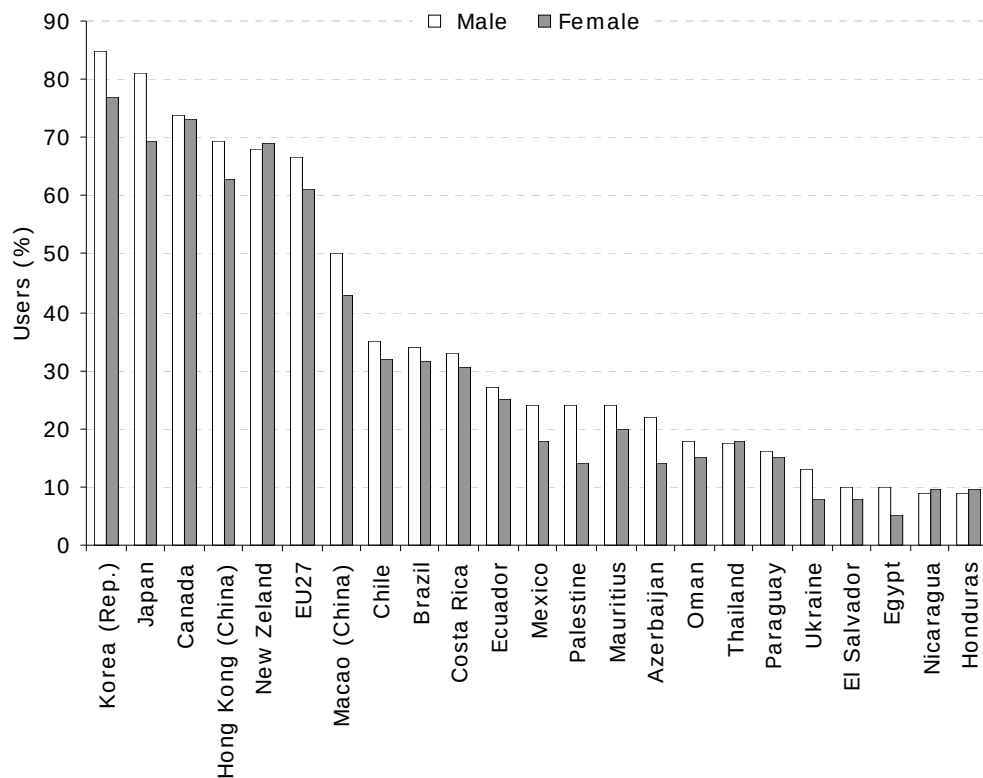
Source: UNDP (2010).

Table 1.18 The leading 20 countries worldwide with highest number of Internet users 2009 (millions and per cent)

Rank	Country or Region	Population (million)	Internet users (million)	Penetration (% of population)	Growth 2000-2009	Share of world users (%)
1	China	1 339	360	26.9	1 500.0	20.8
2	United States	307	228	74.1	138.8	13.1
3	Japan	127	96	75.5	103.9	5.5
4	India	1 157	81	7.0	1 520.0	4.7
5	Brazil	199	68	34.0	1 250.2	3.9
6	Germany	82	54	65.9	126.0	3.1
7	United Kingdom	61	47	76.4	203.1	2.7
8	Russia	140	45	32.3	1 359.7	2.6
9	France	62	43	69.3	407.1	2.5
10	South Korea	49	37	77.3	96.8	2.2
11	Iran	66	32	48.5	12 780.0	1.9
12	Italy	58	30	51.7	127.5	1.7
13	Indonesia	240	30	12.5	1 400.0	1.7
14	Spain	41	29	71.8	440.0	1.7
15	Mexico	111	28	24.8	917.5	1.6
16	Turkey	77	27	34.5	1 225.0	1.5
17	Canada	33	25	74.9	97.5	1.4
18	Philippines	98	24	24.5	1 100.0	1.4
19	Vietnam	89	22	24.8	10 881.6	1.3
20	Poland	38	20	52.0	615.0	1.2
	Top 20 countries	4 375	1 325	30.3	359.9	76.4
	Rest of the World	2 393	409	17.1	461.5	23.6
	Total World	6 768	1 734	25.6	380.3	100.0

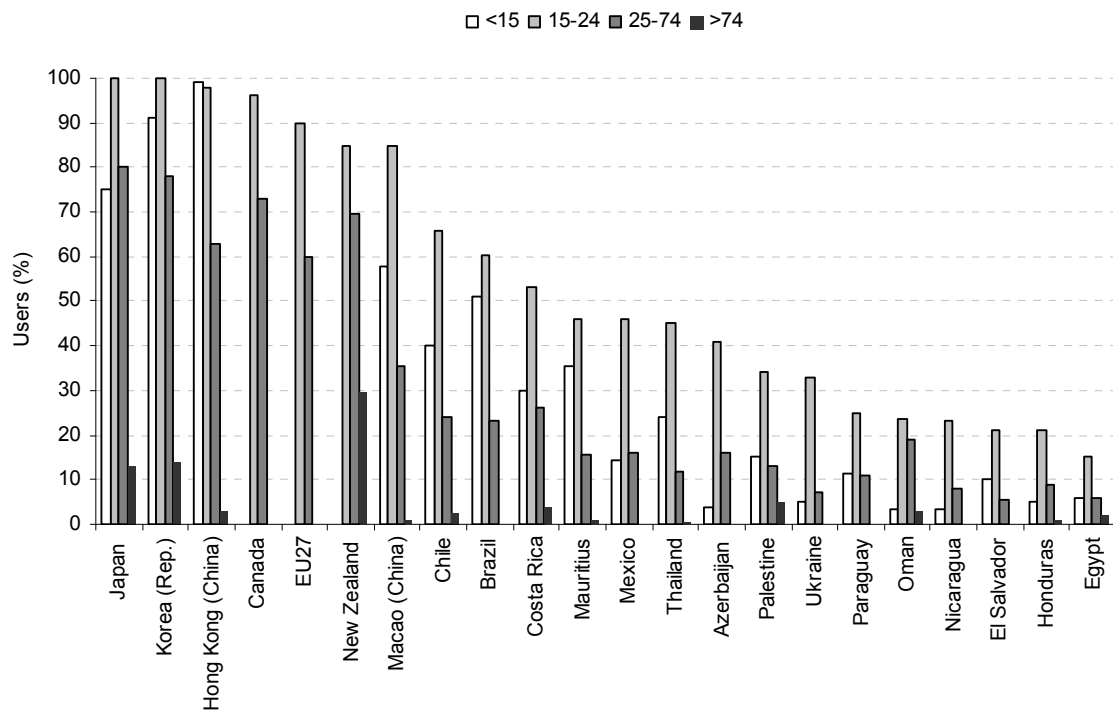
Note: Population data are estimates.

Source: Internet World Stats (2010).

Figure 1.10 Internet users by gender, selected countries 2008 (per cent)

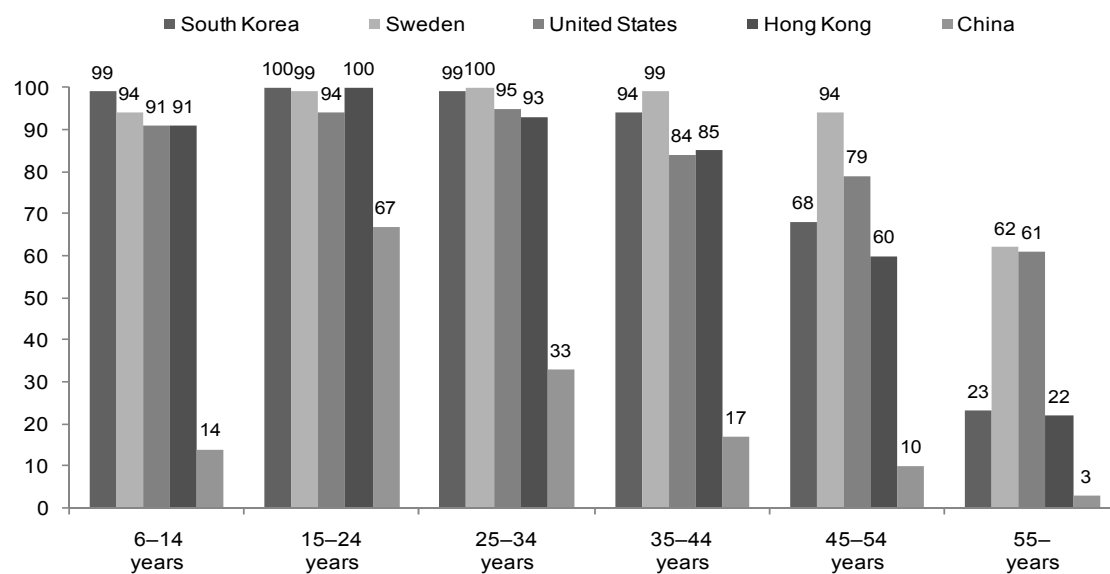
Note: 2008 or latest year available.

Source: ITU (2010a).

Figure 1.11 Internet users by age, selected countries 2008 (per cent)

Note: 2008 or latest year available.

Source: ITU (2010a).

Figure 1.12 Internet use by age, selected countries 2009 (per cent)

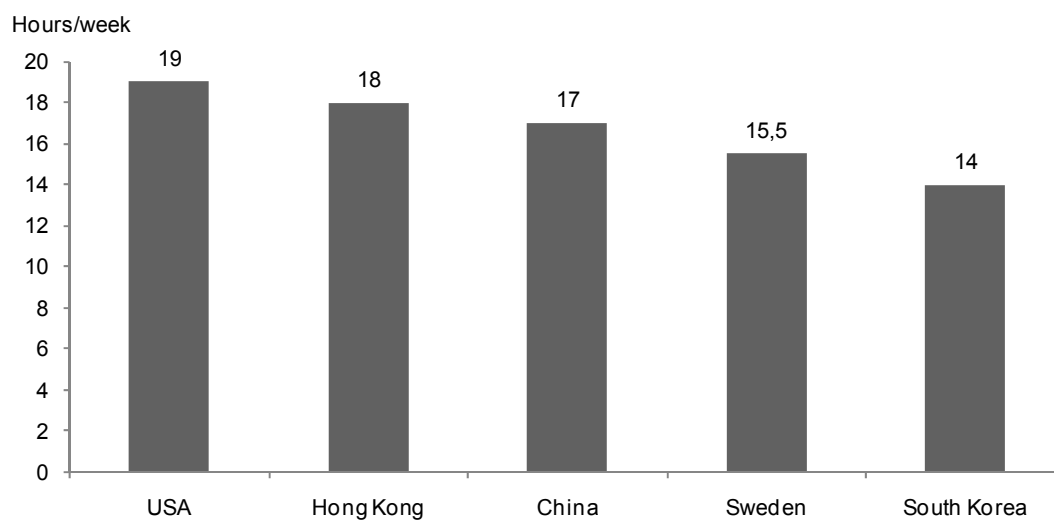
Source: World Internet Institute (2010).

Table 1.19 Average monthly Internet-related time per person, selected countries 2009 (hours)

	Time (hh:mm:ss)
USA	30:03:46
France	24:17:23
UK	23:14:36
Spain	21:40:54
Italy	18:37:37
Germany	17:34:09
Brazil	17:29:36
Australia	15:24:39
Switzerland	13:53:58

Note: January 2009.

Source: WAN (2009).

Figure 1.13 Average time spent on the internet per week 2010 (hours)

Source: World Internet Institute (2010).

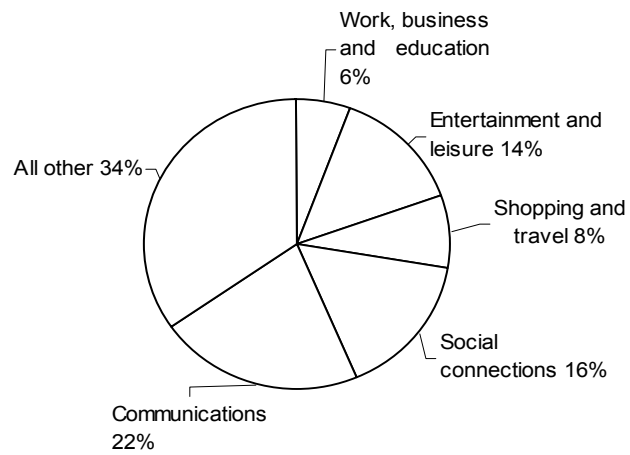
Table 1.20 Share of population online by hours of day, selected countries 2009 (per cent of users)

Hour of day	Australia	Brazil ¹	France	Germany	Italy	Japan ¹	Spain	Switzerland ¹	UK	USA
01:00	21	35	22	24	23	52	37	18	23	28
02:00	14	25	14	16	14	40	26	11	16	21
03:00	11	17	9	12	9	29	18	7	11	18
04:00	9	12	8	10	6	21	13	6	9	17
05:00	11	10	9	12	6	16	11	8	9	23
06:00	23	12	17	19	10	17	13	18	15	37
07:00	38	21	33	28	21	23	22	29	29	53
08:00	52	33	50	39	38	33	36	43	46	66
09:00	62	46	63	51	51	43	50	54	59	72
10:00	68	57	70	61	59	53	60	61	66	75
11:00	69	63	74	66	63	60	67	67	70	78
12:00	69	67	75	68	67	63	69	70	71	80
13:00	70	68	75	69	65	62	72	70	71	81
14:00	71	69	75	71	68	63	71	70	73	82
15:00	72	69	76	72	70	64	69	71	74	83
16:00	73	69	77	73	72	65	70	74	76	85
17:00	73	70	79	74	73	66	72	76	75	84
18:00	72	70	80	74	73	67	73	77	72	83
19:00	70	73	77	73	68	65	72	76	70	81
20:00	71	73	73	70	63	64	69	74	68	78
21:00	66	73	66	63	58	66	65	67	63	73
22:00	57	68	61	56	53	69	60	59	58	66
23:00	45	62	50	46	45	66	54	42	47	53
24:00	31	49	35	35	35	62	47	31	34	39

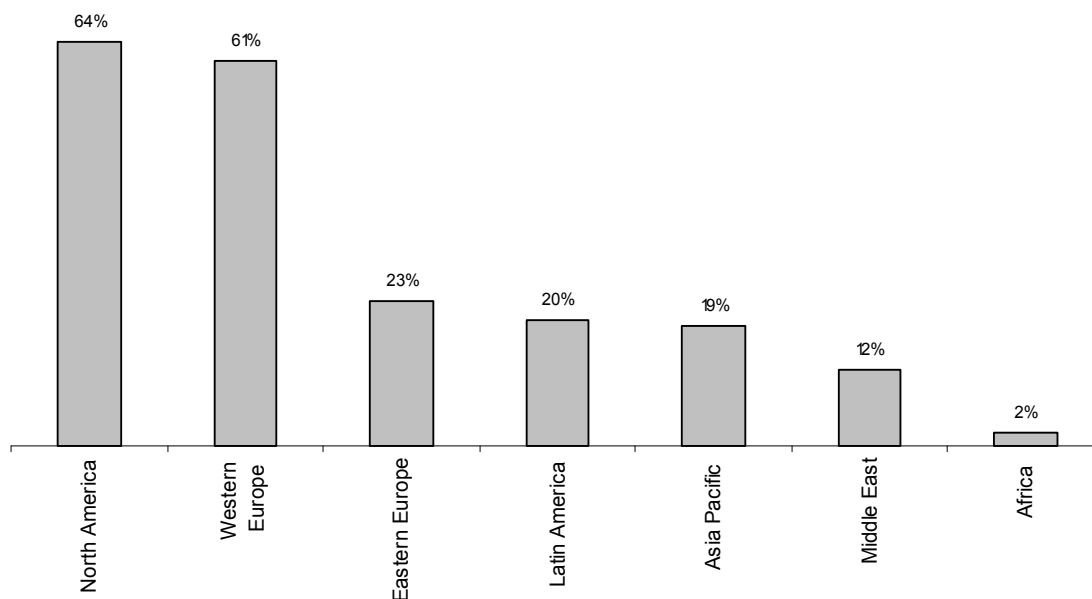
¹ Home only.

Note: January 2009.

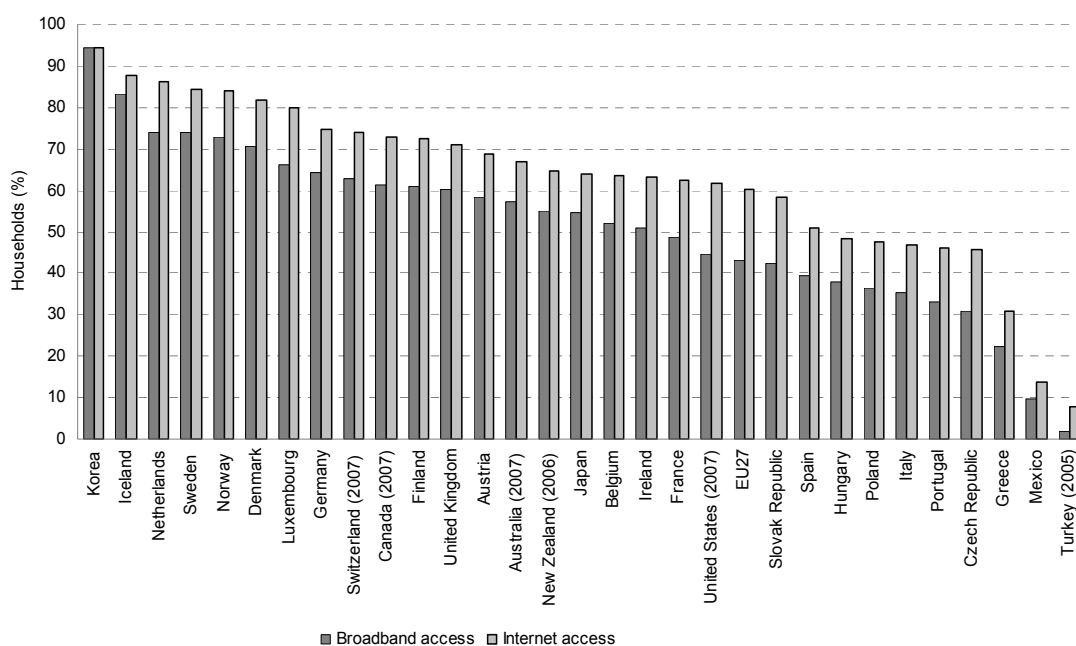
Source: WAN (2009).

Figure 1.14 Breakdown of online time on activities worldwide 2008 (per cent)

Source: WAN (2009).

Figure 1.15 Global broadband penetration 2009 (per cent of all households)

Source: Arab Media Outlook (2010).

Figure 1.16 Households with Internet and broadband access, in OECD countries 2008 (per cent of all households)

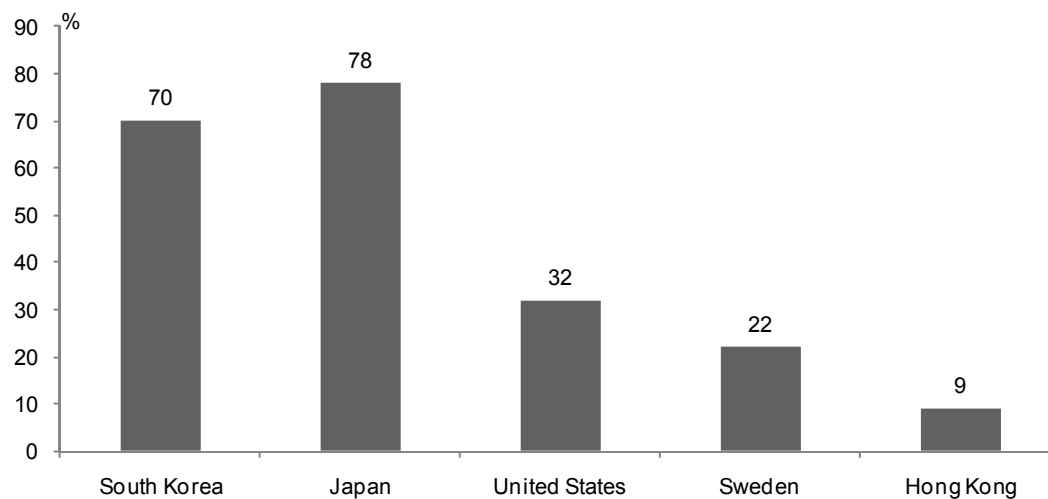
Note: Or the latest year available.

Source: OECD (2009a).

Table 1.21 Fixed and mobile broadband subscriptions worldwide by region 2005-2009 (millions and per 100 inhabitants)

	(millions)					(per 100 inhabitants)				
	2005	2006	2007	2008	2009	2005	2006	2007	2008	2009
Fixed broadband subscriptions										
Africa	–	–	1	1	1	–	–	0.1	0.1	0.1
North & South America	63	81	99	115	132	7.1	9.0	10.9	12.6	14.3
Asia & the Pacific	78	101	124	149	177	2.1	2.7	3.3	3.9	4.6
CIS	2	4	6	12	18	0.7	1.4	2.2	4.3	6.5
Europe	66	89	111	127	191	10.9	14.7	18.2	20.8	31.1
Middle East	1	2	3	4	6	0.3	0.6	0.9	1.2	1.7
Mobile broadband subscriptions										
Africa	–	1	2	8	17	–	0.1	0.3	1.0	2.2
North & South America	4	13	56	37	149	0.5	1.5	6.2	4.0	16.1
Asia Pacific	43	86	124	165	201	1.2	2.3	3.3	4.3	5.2
CIS	–	–	2	5	53	–	–	0.7	1.8	19.1
Europe	24	55	95	148	204	4.0	9.1	15.6	24.2	33.2
Middle East	–	1	3	11	43	–	0.3	0.9	3.2	12.4

Source: ITU (2010c).

Figure 1.17 Share of internet users connected via mobile phone 2010 (per cent)

Source: World Internet Institute (2010).

Table 1.22 Households with broadband access, in OECD countries 2000-2008 (per cent of all households)

	2003	2004	2005	2006	2007	2008
South Korea ¹	66.0	85.7	95.9	94.0	94.1	94.3
Iceland	..	45.4	63.5	72.1	76.1	83.2
Denmark	25.1	35.8	51.2	63.3	69.5	74.1
Netherlands	20.0	..	53.9	66.2	73.8	74.0
Norway ²	22.9	30.0	41.4	57.1	66.7	73.0
Sweden	..	..	40.2	51.0	66.6	70.7
Finland	12.4	21.3	36.1	52.9	62.9	66.1
Canada ³	35.5	44.1	50.1	57.9	64.2	..
Switzerland	..	..	..	52.8	63.0	..
United Kingdom	10.7	15.8	31.5	43.9	56.7	61.5
Luxembourg ⁴	7.4	16.3	33.4	44.1	57.8	61.0
Belgium	..	..	40.6	48.0	56.4	60.3
Japan ⁵	32.7	43.0	44.3	40.7	51.7	58.5
France	..	..	..	30.3	42.9	57.1
Germany	9.3	18.0	23.2	33.5	49.6	54.9
Austria	10.3	15.9	23.1	33.1	46.1	54.5
Australia	..	16.3	28.3	43.0	52.0	..
United States	19.9	..	..	..	50.8	..
EU27	..	13.9	23.0	30.4	41.6	48.6
Spain	..	15.0	20.8	29.3	39.2	44.6
Ireland	0.6	2.9	7.4	13.1	30.7	42.9
Hungary	..	5.8	10.9	22.0	33.0	42.3
Portugal	7.9	12.3	19.7	24.0	30.4	39.3
Poland	..	8.3	15.6	21.6	29.6	37.9
Czech Republic ⁶	1.5	4.5	5.1	16.6	28.1	36.4
Slovak Republic	..	3.6	7.1	11.4	26.5	35.3
New Zealand	..	..	..	33.2	..	..
Italy	..	..	12.9	16.2	25.3	30.8
Greece	0.6	0.2	0.6	3.8	7.5	22.5
Mexico ⁷	..	1.9	2.2	4.2	6.1	9.8
Turkey	..	0.2	1.7	..	..	..

¹ For 2000 to 2003, data included broadband access modes such as xDSL, cable and other fixed and wireless broadband via computers. As of 2004, data also included mobile phone access.

² For 2003, data include LAN (wireless or cable).

³ Statistics for 2001 and every other year thereafter include the territories (Northwest Territories, Yukon Territory and Nunavut). For the even years, statistics include the 10 provinces only, data included only desktop and notebook PCs. From 2006 onwards, data includes portable and handheld PCs.

⁴ For 2004, data include wireless access.

⁵ Only broadband access via a computer.

⁶ Data relate to the fourth quarter of the reference year.

⁷ For 2001 and 2002, households with Internet access via cable. From 2004, households with Internet access via cable, ADSL or fixed wireless.

Source: OECD (2009a).

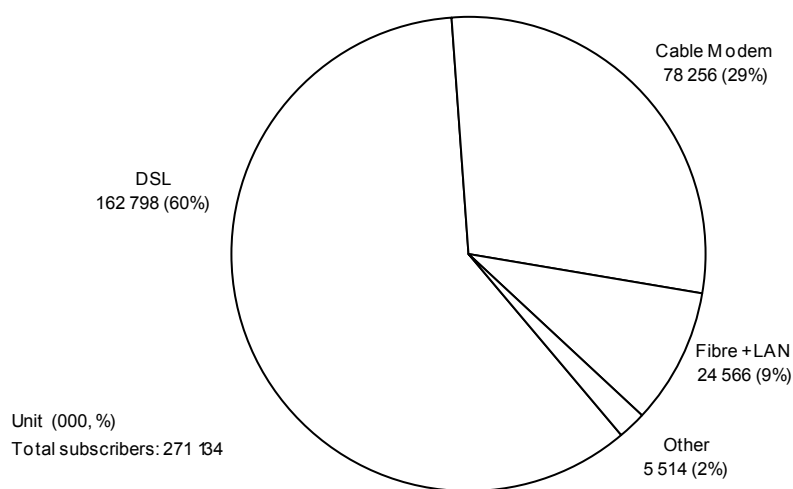
Table 1.23 Fixed broadband subscribers by technology, in OECD countries 2009 (per 100 inhabitants)

Rank		DSL	Cable	Fibre/LAN	Other	Total	Total subscribers (000)
1	Netherlands	22.5	13.7	1.1	0.8	38.1	6 263
2	Denmark	22.4	9.9	3.9	0.9	37.0	2 031
3	Norway	22.7	7.7	3.5	0.7	34.5	1 646
4	Switzerland	23.3	10.0	0.2	0.3	33.8	2 603
5	South Korea	7.2	10.5	15.1	0.0	32.8	15 939
6	Iceland	30.7	0.0	1.3	0.7	32.8	105
7	Sweden	18.5	6.3	6.7	0.1	31.6	2 915
8	Luxembourg	26.0	5.3	0.0	0.0	31.3	153
9	Finland	24.9	4.1	0.0	0.8	29.7	1 580
10	Canada	13.2	15.2	0.0	1.3	29.7	9 916
11	Germany	26.7	2.4	0.1	0.1	29.3	24 043
12	France	27.5	1.6	0.1	0.0	29.1	18 675
13	United Kingdom	22.8	6.1	0.0	0.1	28.9	17 743
14	Belgium	16.3	11.8	0.0	0.2	28.4	3 041
15	United States	10.3	13.8	1.6	0.9	26.7	81 170
16	Australia	19.4	4.3	0.0	1.2	24.9	5 356
17	Japan	8.5	3.3	12.4	0.0	24.2	30 927
18	New Zealand	20.4	1.4	0.0	1.0	22.8	981
19	Austria	14.5	6.8	0.1	0.5	21.8	1 821
20	Ireland	15.5	2.8	0.1	3.0	21.4	950
21	Spain	16.6	4.0	0.1	0.2	20.8	9 478
22	Italy	19.2	0.0	0.5	0.1	19.8	11 878
23	Czech Republic	7.0	3.9	0.9	6.3	18.1	1 892
24	Portugal	10.0	6.7	0.1	0.2	17.0	1 809
25	Greece	17.0	0.0	0.0	0.0	17.0	1 908
26	Hungary	8.2	7.6	1.0	0.0	16.8	1 688
27	Slovak Republic	6.6	1.3	2.7	2.0	12.6	680
28	Poland	7.4	3.7	0.1	0.1	11.3	4 308
29	Turkey	8.5	0.1	0.0	0.0	8.7	6 189
30	Mexico	6.3	1.9	0.0	0.2	8.4	8 959
	OECD	13.7	6.6	2.1	0.5	22.8	271 134

Note: Data refer to the first half of the year. The data are based on the OECD's new separation of fixed and wireless broadband data.

Source: OECD (2010).

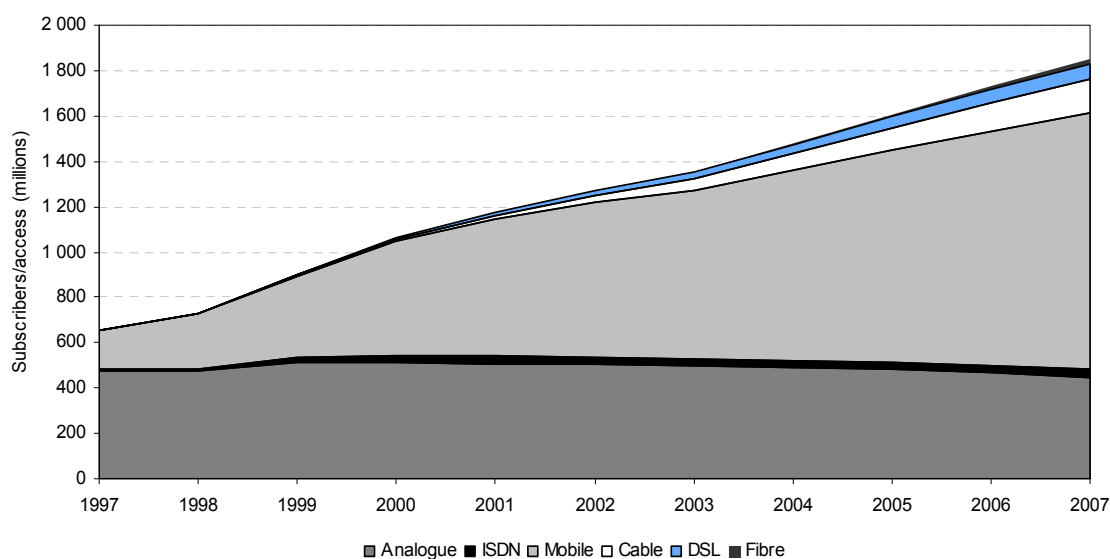
Figure 1.18 Fixed Broadband subscriptions by technology, in OECD countries 2009 (thousand and per cent)



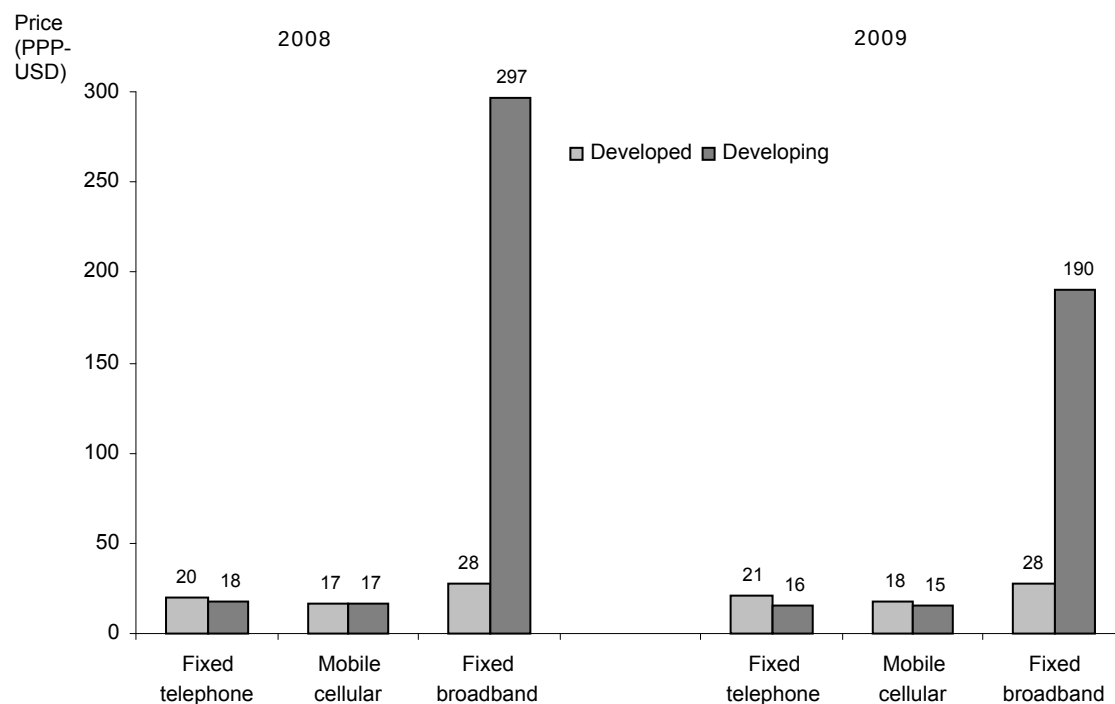
Note: June 2009.

Source: OECD (2010).

Figure 1.19 Access growth through various technologies, in OECD countries, 1997-2007 (million subscribers)



Source: OECD (2009b).

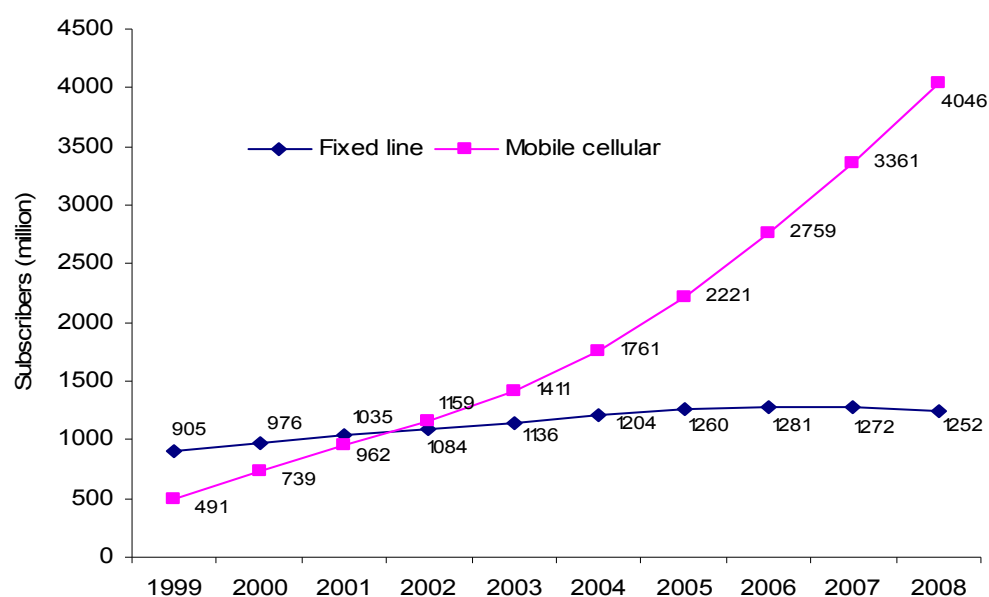
Figure 1.20 Fixed telephone, broadband and mobile-cellular prices, developed and developing countries 2008 and 2009 (PPP-USD)

Source: ITU (2010a).

Table 1.24 Number of telephone lines, mobile subscribers, and international telephone traffic minutes worldwide 1997-2008 (millions and billions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fixed telephone lines (millions)	792	838	904	975	1 034	1 083	1 135	1 204	1 262	1 263	1 278	1 267
Mobile cellular subscribers (millions)	215	318	490	738	961	1 157	1 417	1 763	2 219	2 757	3 305	4 100
International telephone traffic (billion minutes)	81	91	103	114	120	127	141	166	179	183	..	..

Sources: ENTER and IDATE (2009); ITU (2009a).

Figure 1.21 Mobile cellular and fixed line subscriptions worldwide 1999-2008 (millions)

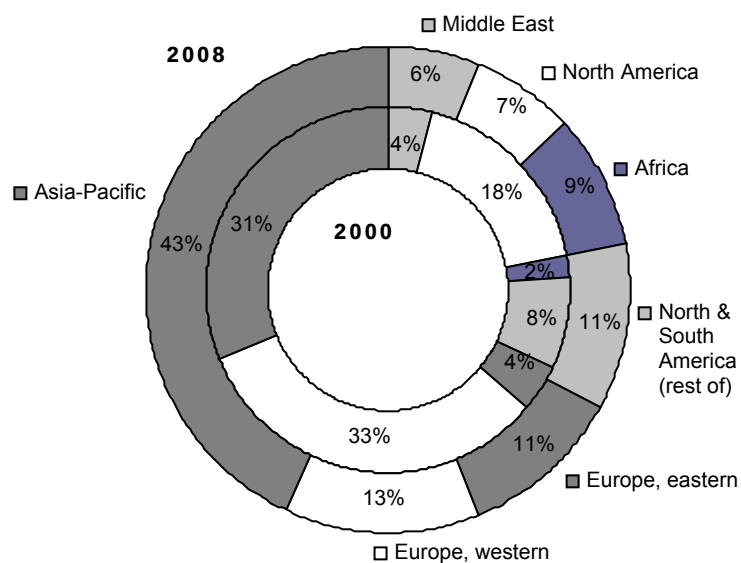
Source: ITU (2009c).

Table 1.25 Fixed telephone lines and mobile subscriptions worldwide by region 2005-2009 (millions and per 100 inhabitants)

	(millions)					(per 100 inhabitants)				
	2005	2006	2007	2008	2009	2005	2006	2007	2008	2009
Fixed telephone lines										
Africa	10	11	11	11	12	1.4	1.5	1.5	1.4	1.5
North & South America	291	284	278	278	278	32.8	31.7	30.7	30.4	30.1
Asia & the Pacific	571	592	592	575	550	15.5	15.9	15.7	15.1	14.3
CIS	64	69	71	72	72	23.0	24.9	25.6	26.0	26.0
Europe	273	273	266	260	256	45.2	45.0	43.6	42.5	41.6
Middle East	30	31	33	35	34	9.4	9.5	9.9	10.3	9.8
Mobile cellular subscriptions										
Africa	88	129	174	246	295	12.4	17.7	23.3	32.1	37.5
North & South America	469	564	663	750	836	52.9	62.9	73.2	82.0	90.4
Asia & the Pacific	825	1 061	1 362	1 755	2 162	22.3	28.4	36.1	46.0	56.0
CIS	166	227	267	313	354	59.7	81.9	96.4	113.0	127.8
Europe	550	610	677	721	731	91.1	100.5	111.0	117.8	118.9
Middle East	85	126	174	209	251	26.6	38.5	52.1	61.3	72.1

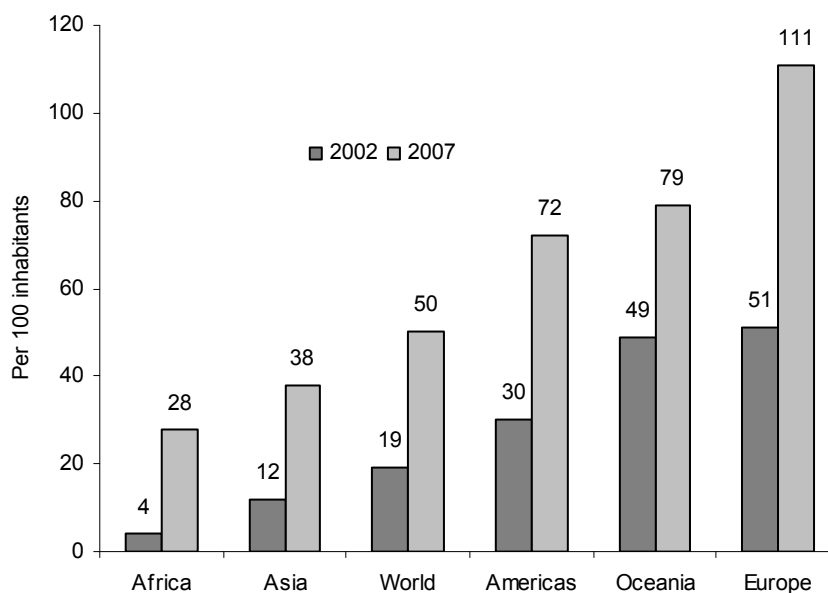
Source: ITU (2010c).

Figure 1.22 Mobile-cellular subscriptions by region 2000 and 2008 (per cent)



Source: GSM (2009).

Figure 1.23 Mobile cellular subscriptions by region, 2002 and 2007 (per 100 inhabitants)



Source: ITU (2009c).

Table 1.26 Population covered by mobile cellular network worldwide by country 2000-2008 (per cent)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
AFRICA									
Algeria	40	40	40	40	40	41.52	63.6	81.5	..
Angola	..	..	..	..	..	..	40	..	..
Benin	..	23	27	36	40	43	70	80	..
Botswana	..	..	99	99	99	99	99	99	99
Burkina Faso	..	..	22	24	25	26	61.1	..	..
Burundi	..	..	..	..	..	..	82	..	80
Cameroon	37	43	43	45	49	54	58	..	..
Cape Verde	..	90	..	..	86	85	87	91	96
Central African Republic	..	17.8	..	..	..	19.3	19.3	..	..
Chad	..	7.7	..	..	..	23.8	24	..	..
Comoros	..	..	..	..	..	..	40	..	..
Congo, Rep. of the	..	..	17	21	28	39	53	..	..
Cote d'Ivoire	23.4	36	46.6	50	55	55	59	..	..
Djibouti	30	40	75	75	75	75	75	85	85
Egypt	..	..	..	..	..	92	92	93.5	95
Eritrea	0	0	0	0	..	..	1.25	1.65	79.55
Ethiopia	..	..	..	..	9.7	10	10	..	..
Gabon	..	12.5	23.3	23.7	74	78	78	79	..
Gambia	..	..	70	70	70	70	70	85	..
Ghana	..	..	..	..	..	59	65.3	68	73
Guinea	..	..	..	..	..	..	80	80	80
Kenya	..	..	..	..	52	62	65	77	83
Lesotho	..	..	21	22	22.5	29	55	..	..
Liberia	..	..	..	16.4	..	..	..	..	..
Madagascar	21	22	22	23	23	23	23	..	..
Malawi	..	..	20	28	49	70	93	..	..
Maldives	40	40	54	71	81	90.7	..	100	100
Mali	15.39	..	..	..	..	..	20	21.5	..
Mauritania	..	..	..	..	..	26	36	51	62
Mauritius	99.7	99.8	99.8	95	96	99.8	99.8	99	99
Morocco	95	95	95	95	96	97.5	98	..	..
Mozambique	..	..	..	38	41	43	44	..	..
Namibia	..	85	..	..	88	88	90	95	..
Niger	..	..	13	14	14	15	45	..	..
Nigeria	..	..	38	45	55	58	60	..	83
Rwanda	..	..	50	..	70	75	80	90	92
Sao Tome and Principe	..	..	..	..	..	8.3	12.5	19.5	..
Senegal	..	..	..	85	85	85	83	85	..
South Africa	92	93	95.1	96	96	96	97.1	99.8	..
Sudan	..	..	20	27	33	34	..	60	66
Swaziland	70	65	80	..	..	..	90	..	91
Tanzania	..	..	25	25	..	..	56	65	..
Togo	80	85	85	85	85	85	85	85	..
Tunisia	..	..	60	98	98	98	100	100	100
Uganda	16.1	22	35	46	75	70	80	80	100
Zambia	50.5	50.5	50.5	50.5	50.5	65	46	50	..
Zimbabwe	..	..	..	..	..	70	72	75	75

Cont.

Cont. Table 1.26

	2000	2001	2002	2003	2004	2005	2006	2007	2008
NORTH & SOUTH AMERICA									
Antigua and Barbuda	..	..	85	..	100	100	100	100	..
Argentina	..	30	..	..	..	94.1	94.1	94.1	..
Aruba	..	..	..	..	..	90	99	99	99
Bahamas	..	..	95	95	95	95	95	100	100
Barbados	95	95	95	95	95	99.9	99.9	99.9	..
Bermuda	..	..	..	..	98	..	..	..	..
Bolivia	..	43	..	..	..	45.9	45.9	45.9	..
Brazil	..	..	..	..	88	88.4	89.4	90.6	..
Canada	90	..	..	..	94	97	98	98	98
Cayman Islands	..	..	..	..	99	100	100	100	..
Chile	100	100	100	100	100	100	100	100	..
Colombia	..	..	..	..	80	82	83	..	..
Costa Rica	..	..	..	..	..	86.4	87	..	69.16
Cuba	41	50	50	50	61	71	71	77.2	..
Dominican Republic	..	..	..	..	..	90	..	..	..
Ecuador	..	80	80	80	80	80	84	..	..
El Salvador	..	85	90	90	95	95	95	95	..
Grenada	65	..	..	..	..	..	..	..	..
Guatemala	54	68	..	..	..	..	76	..	..
Guyana	..	..	..	..	95	95	..	..	..
Honduras	..	..	..	..	..	..	57	89.9	..
Jamaica	..	80	95	95	95	95	85.2	100.1	101.2
Mexico	85.5	99.3	99.9	99.9	99.9	99.9	99.9	99.9	99.9
Nicaragua	..	..	..	..	60	70	..	..	..
Panama	73.8	77	78.6	78.6	86.8	75.2	77.3	81.2	83.2
Peru	..	..	..	..	..	..	87	92	94.8
Puerto Rico	..	..	..	..	99	100	..	..	..
Solomon Islands	35	..	..	..	..	..	..	..	..
St. Lucia	..	..	..	..	80	80	..	..	..
St. Vincent and the Gren.	..	55	75	95	100	100	100	100	100
Trinidad and Tobago	..	..	..	..	..	..	..	100	..
United States	99	99	99	99	99	99	99.8	..	..
Uruguay	100	100	100	100	100	100	100	100	100
Venezuela	..	..	..	..	..	..	85	90	..
ASIA & THE PACIFIC									
Afghanistan	..	..	..	..	..	..	..	72	75
Australia	95.6	96	96	96	96	98	98.1	98.8	98.8
Bahrain	100	100	100	100	100	100	100	100	..
Bangladesh	..	40	44	50	70	80	90	..	..
Bhutan	..	..	..	..	..	5.4	11.7	21.4	..
Cambodia	80	85	87	87.5	..	75	85	87	87
China	..	..	..	..	..	..	95	97	..
Fiji	40	49.5	55	55	55	60	65	65	..
Hong Kong (China)	100	100	100	100	100	100	100	100	100
India	..	21.1	..	..	..	30.5	60.9	..	..
Indonesia	89	..	..	..	90	90	90	..	..
Iran	..	32	..	50	65	75	82	95	..
Iraq	..	..	..	..	..	68.1	72.1	..	..
Israel	..	..	97	97	98	99	99.7	..	100
Japan	99	99	99	99	99	99	99.7	99.8	99.9
Jordan	99	99	99	99	99	99	99	99	99

Cont.

Cont. Table 1.26

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Korea, North	0	0	0	0	0	0	0	0	..
Korea, South	99	99	99	99	99	79.7	83.2	89.8	94.3
Kuwait	100	100	100	100	100	100	100	..	..
Kyrgyz Republic	..	..	..	..	5.2	105	24.3	..	..
Lao PDR	..	..	..	..	..	55	..	..	..
Lebanon	..	..	..	..	99	100	100	..	..
Macao (China)	100	100	100	100	100	100	100	100	..
Malaysia	..	95	..	..	..	..	96	92.5	92
Micronesia, Fed. Sts.	0	..	..	..	..	..	..	..	..
Mongolia	58	60	64	..	18	29	41	45.3	65.7
Myanmar	..	..	..	..	..	..	10	..	..
Nepal	..	..	..	..	..	..	10	..	..
New Caledonia	..	..	85	90	90	90	90	..	..
New Zealand	97	97	97	98	98	98	98	97	97
Oman	..	90.6	..	..	85	91.8	96	96	96.4
Pakistan	..	27.1	..	..	..	35.8	36	90	..
Palau	..	..	..	..	..	30.4	95	95	95
Philippines	70	70	..	75	92	99	99	99	99
Qatar	95	95	95	95	95	99	100	100	100
Samoa	..	..	..	..	..	..	..	..	..
Saudi Arabia	..	92	..	..	92	96	96	98	98
Singapore	100	100	100	100	100	100	100	100	..
Sri Lanka	..	57.9	..	..	80	85	90	90	95
Syrian Arab Republic	50	..	40	75	90	92	95	96	..
Thailand	..	..	..	..	..	25.9	30.9	37.8	..
Tonga	..	70	70	70	70	70	85	90	..
Turkmenistan	..	12.4	..	..	..	13.7	13.7	..	..
United Arab Emirates	100	100	100	100	100	100	100	100	100
Uzbekistan	..	..	75	75	75	75	75	..	93
Vanuatu	..	..	20	20	20	20	50	..	..
Vietnam	..	..	..	..	..	..	70	..	..
West Bank and Gaza	95	95	95	95	95	95	95	95	..
Yemen, Rep.	..	..	..	..	68	68	68	..	..
EUROPE									
Albania	..	84	90	90.4	89	91	96.5	96.5	99.3
Andorra	..	91	..	..	..	91.3	91.3	99	99
Armenia	..	38	..	83.4	84	85.2	87.8	..	..
Austria	98	98	98	98	98.5	98.5	98.5	98.5	99
Azerbaijan	93.5	94	95	95	97	99	95	99	99
Belarus	..	..	87	87	88	90	92.5	..	98.6
Belgium	99	99	99	99	99	99	99.9	99.9	99.9
Bosnia and Herzegovina	60	80	90	93	95	97	99	99	99.3
Bulgaria	95	95	95.7	99.4	..	99.7	99.8	100	100
Croatia	98	98	98	98	99	100	100	100	100
Cyprus	99	99	100	100	100	100	100	100	100
Czech Republic	99	99	99	99	99.6	99.6	99.7	99.7	99.7
Finland	99	99	99	99	99	99	99	99	99.5
France	99.4	99	99	99	99	99	99	99	..
Denmark	..	..	..	..	..	..	..	113.9	..
Estonia	99	99	99	99	99	99.3	100	100	100
Georgia	..	79	..	..	94	95	95.9	95.9	98
Germany	99	99	99	99	99	99	99	99	99
Greece	99	99.5	99.6	99.6	99.6	99.7	99.9	99.9	..

Cont.

Cont. Table 1.26

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Hungary	95.1	95.8	99	99	99	99	99	99	99
Iceland	99	99	99	99	99	99	99	99	99
Ireland	98	98	99	99	99	99	99	99	99
Italy	99.6	99.6	99.8	99.8	99.8	99.8	99.8	99.8	..
Latvia	89	92	96.9	97.2	98.1	98.4	98	98.8	..
Liechtenstein	..	90	90	91	92	94	95	95	..
Lithuania	100	100	100	100	100	100	100	100	100
Luxembourg	98	98	98	98	98	98.5	99	99	99.9
Macedonia, FYR	90	..	..	..	98	99	99.8	99.9	..
Malta	99	99	99	99	99	99	100	100	100
Moldova	70	76	77.0	79.5	90	96.9	97	98	..
Netherlands	99.5	99.5	99.5	99.5	99.5	99.9	98	98	98
Norway	96	97	..	..	..	..	..	..	..
Poland	95	..	..	99	99	99	99	99	99
Portugal	99	99	99	99	99	99	99	99	99
Romania	97	98	98	98	..	..	97	98	..
Russian Federation	..	..	..	..	..	..	95	..	..
Serbia	..	..	..	..	95.1	95.5	97	92	93.3
Slovak Republic	98	98	98	99	99	99.5	99.7	99.8	99.8
Slovenia	97.8	98.4	99	99	99	99.4	99.6	99.6	99.6
Spain	99	99	99	99	99	99	99	99	99
Sweden	..	99	99	99	99	99	98	..	..
Switzerland	98	99	99	100	100	100	100	100	100
Turkey	50.2	87.5	88.2	94.96	95	96.3	98.76	98.01	100
Ukraine	..	..	75	..	92	96	96.16	99.96	100
United Kingdom	99	99	99	99	99	99	99.8	99.8	99.8

Note: Population covered by mobile cellular network is the percentage of people that live in areas served by a mobile cellular signal regardless of whether they use it.

Source: The World Bank (2010).

Table 1.27 The leading 25 mobile-related companies in the world by their revenues in mobile 2010 (USD billions)

Rank	Company	Domicile	Mobile share of total revenue (USD billions)	Main mobile activity
1	Vodafone Mobile	UK	67	Mobile operator
2	Nokia Mobile	Finland	66	Handset manufacturer
3	China Mobile	China	65	Mobile operator
4	Verizon Wireless	USA	62	Mobile operator
5	Telefonica Movil	Spain	55	Mobile operator
6	T-Mobile	Germany	50	Mobile operator
7	AT&T Wireless	USA	49	Mobile operator
8	Orange Mobile	France	47	Mobile operator
9	TIM	Italy	40	Mobile operator
10	Samsung Mobile	South Korea	38	Handset manufacturer
11	NTT DoCoMo	Japan	37	Mobile operator
12	Sprint Nextel	USA	36	Mobile operator
13	America Movil	Mexico	31	Mobile operator
14	KDDI Mobile	Japan	25	Mobile operator
15	LM Ericsson Mobile	Sweden	24	Network infrastructure vendor
16	China Unicom	China	22	Mobile operator
17	Motorola Mobile	USA	21	Handset manufacturer
18	Huawei Mobile	China	19	Network infrastructure vendor
19	Softbank Mobile	Japan	18	Mobile operator
20	Alcatel-Lucent Mobile	France	16	Network infrastructure vendor
21	Apple iPhone	USA	13	Handset manufacturer
22	SK Telecom	South	12	Mobile operator
23	RIM	Canada	11	Handset manufacturer
24	Telenor Mobile	Norway	11	Mobile operator
25	MTS	Russia	10	Mobile operator

Source: Ahonen and Moore (2010).

Table 1.28 Global advertising expenditure by country 2000-2008 (USD millions)

	2000	2001	2 002	2003	2004	2005	2006	2007	2008
AFRICA									
Egypt	249	301	349	341	471	1 027	1 432	1 755	1 875
South Africa	1 260	1 369	1 635	1 854	2 179	2 714	3 475	4 340	4 725
Africa total	1 509	1 670	1 984	2 195	2 650	3 741	4 907	6 095	6 600
NORTH & SOUTH AMERICA									
Argentina	2 675	2 569	504	825	1 001	1 271	1 554	1 817	1 998
Brazil	5 365	3 968	3 313	3 68	4 653	6 518	7 784	9 742	11 836
Canada	6 442	6 537	6 694	7 130	7 538	7 967	8 580	9 049	9 341
Chile	599	587	629	660	707	772	835	933	937
Colombia	1 031	1 075	1 018	960	1 026	2 552	2 914	3 277	3 543
Costa Rica	103	103	118	113	106	116	126	143	158
Ecuador	184	275	381	436	480	578	703	774	837
Mexico	3 449	3 562	3 447	3 175	3 347	3 704	4 169	4 905	5 377
Panama	173	152	165	196	223	237	275	300	263
Peru Rico	198	184	188	223	215	253	291	344	399
Puerto	1 638	1 810	1 831	1 865	1 911	1 824	1 765	1 746	1 836
Uruguay	149	100	50	43	48	47	51	56	63
USA	156 667	147 246	149 756	152 282	161 487	166 235	174 838	179 251	172 455
Venezuela	836	847	689	593	641	679	874	915	831
North & South America total	179 509	169 013	168 783	160 689	183 385	192 753	204 759	213 251	209 874
ASIA & THE PACIFIC									
Armenia	..	..	..	..	..	16	31	40	52
Azerbaijan	..	..	29	37	63	89	119	158	218
Australia	6 756	6 278	6 445	7 044	7 91	8 473	8 891	9 619	10 098
Bahrain	52	66	89	100	143	118	136	139	154
China	5 22	5 641	6 765	8 520	9 518	11 084	13 327	15 438	18 336
Hong Kong	1 531	1 618	1 837	1 829	2 288	2 521	2 844	3 163	3 278
India	1 731	1 992	2 160	2 701	3 393	3 912	5 008	6 635	7 293
Indonesia	517	645	872	1 205	1 578	1 829	2 156	2 564	2 929
Israel	1 183	875	878	790	837	879	882	962	999
Japan	38 944	38 346	35 691	35 662	37 049	40 301	40 746	41 048	40 316
Kazakhstan	..	..	..	..	..	314	651	854	1 302
Kuwait	218	252	250	276	335	395	477	501	580
Malaysia	904	930	1 01	1 089	1 317	1 364	1 431	1 646	1 899
New Zealand	1 093	1 095	1 152	1 299	1 458	1 574	1 564	1 644	1 559
Oman	28	32	52	65	76	81	88	101	109
Pakistan	106	107	120	135	155	184	236	369	444
Pan Arab	612	927	1 084	1 443	1 820	1 986	2 604	3 667	3 842
Philippines	1 331	1 513	1 683	2 045	2 454	3 019	3 110	3 341	3 651
Qatar	..	..	73	81	89	89	172	188	158
Saudi Arabia	377	417	423	476	605	774	988	1 072	1 277
Singapore	995	1 023	1 119	1 172	1 349	1 237	1 287	1 327	1 367
South Korea	7 327	7 236	8 394	8 259	8 276	8 628	9 279	9 967	10 264
Taiwan	1 84	1 99	2 012	2 201	1 797	1 602	1 581	1 542	1 491
Thailand	1 486	1 741	1 965	2 264	2 625	2 776	2 873	2 95	2 961
UAE	195	243	376	566	777	973	1 234	1 612	1 707
Uzbekistan	..	..	2	2	5	7	9	21	39
Vietnam	131	147	162	215	263	334	418	530	610
Asia & the Pacific total	65 517	71 124	73 633	79 476	78 270	94 559	102 142	108 148	116 933

Cont.

Cont. Table 1.28

	2000	2001	2002	2003	2004	2005	2006	2007	2008
EUROPE									
Austria	2 593	2 616	2 549	2 622	2 772	2 921	3 089	3 373	3 595
Belarus	..	..	..	..	39	50	62	88	114
Belgium	2 492	2 414	2 661	2 954	3 190	3 343	3 982	4 287	4 483
Bosnia & Herzegovina	70	89	101	116	144	173	222	245	336
Bulgaria	85	119	165	238	304	396	516	689	759
Croatia	236	345	440	530	598	768	905	1 012	1 079
Czech Republic	1 388	1 617	1 598	1 721	1 903	2 145	2 474	2 605	2 862
Denmark	2 108	2 028	1 902	1 902	2 025	2 155	2 512	2 587	2 711
Estonia	59	66	71	79	87	100	119	157	157
Finland	1 542	1 463	1 441	1 477	1 574	1 628	1 693	1 800	1 868
France	12 861	12 110	11 868	12 113	12 742	13 128	13 622	13 904	13 831
Georgia	13	16	21	24	33	37	58	83	95
Germany	27 362	25 276	23 003	21 868	22 152	23 180	24 684	25 758	25 233
Greece	2 083	2 163	2 421	2 564	2 806	3 019	3 266	3 690	3 624
Hungary	1 221	1 453	1 739	2 017	2 411	2 739	2 946	2 984	3 241
Ireland	1 065	1 198	1 417	1 589	1 908	2 007	2 306	2 536	2 609
Italy	11 047	10 683	10 33	10 711	11 472	11 748	11 877	12 249	12 109
Latvia	58	67	79	84	96	116	148	183	202
Lithuania	151	216	291	318	346	425	493	614	695
Moldova	..	..	..	..	..	10	14	18	34
Netherlands	5 305	5 084	4 949	4 726	4 694	4 789	4 997	5 249	5 345
Norway	2 222	2 204	2 283	2 622	2 961	3 576	3 95	4 459	4 828
Poland	2 806	3 462	3 62	4 029	4 495	1 899	2 126	2 519	2 826
Portugal	1 327	1 244	1 135	1 160	1 241	1 254	1 241	1 285	1 324
Romania	128	118	126	154	226	308	420	590	784
Russia	826	1 336	2 210	2 890	3 91	5 03	6 654	8 957	11 131
Serbia	..	..	..	320	450	713	820	1 276	1 431
Slovakia	378	512	568	677	964	1 201	1 434	1 667	1 885
Slovenia	253	275	309	346	428	477	516	618	623
Spain	7 578	7 328	7 273	7 479	8 265	9 030	9 770	10 738	9 691
Sweden	2 732	2 434	2 338	2 342	2 450	2 701	3 041	3 273	3 417
Switzerland	3 628	3 476	3 193	2 997	2 698	2 821	3 072	3 345	3 398
Turkey	1 07	551	719	881	1 291	1 687	1 950	2 636	2 358
Ukraine	..	..	161	259	348	511	691	994	1 191
United Kingdom	21 178	20 248	20 299	20 890	22 829	23 596	23 981	25 511	25 298
Europe total	114 795	112 211	97 330	114 699	119 942	124 651	135 701	151 978	155 168
World Total	369 461	356 009	356 690	368 552	396 066	420 733	451 458	482 425	488 576

Source: WAN (2009) (processed).

Table 1.29 The leading 20 countries or regions worldwide by advertisers' major media expenditure 1997 and 2008 (USD millions)

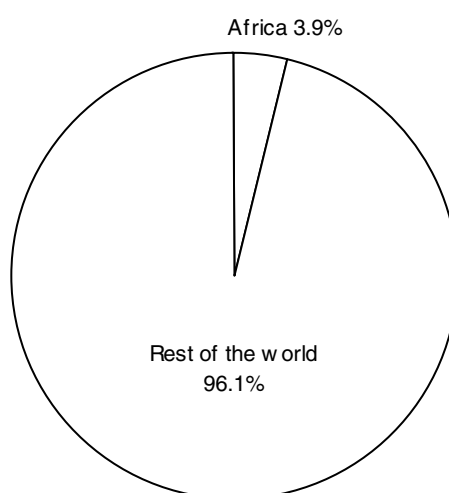
Rank		1997		2008
1	USA	112 038	USA	172 455
2	Japan	38 411	Japan	40 316
3	Germany	22 902	UK	25 298
4	UK	16 616	Germany	25 233
5	France	10 615	China	18 336
6	Italy	7 751	France	13 831
7	Brazil	6 616	Italy	12 109
8	Australia	5 51	Brazil	11 836
9	Canada	5 455	Russia	11 131
10	Spain	5 318	South Korea	10 264
11	South Korea	5 227	Australia	10 098
12	Netherlands	4 149	Spain	9 691
13	China	3 521	Canada	9 341
14	Argentina	3 478	India	7 293
15	Switzerland	2 839	Mexico	5 377
16	Hong Kong	2 615	Netherlands	5 345
17	Mexico	2 523	Norway	4 828
18	Sweden	2 097	South Africa	4 725
19	Denmark	1 954	Belgium	4 483
20	Austria	1 837	Pan Arab	3 842

Source: WAN (2009).

Internet by Region

Africa

Figure 2.1 Internet users 2009 (per cent)



Source: Internet World Stat (2010).

Table 2.1 Internet users 2000 and 2009 (thousand and per cent)

	Population ¹ (000)	Internet users 2000 ² (000)	Internet users 2009 ³ (000)	Growth 2000/2009 (%)	Penetration 2009 (% of population)
Algeria	34 178	50	4 100	8 100	12.0
Angola	12 799	30	550	1 733	4.3
Benin	8 792	15	160	967	1.8
Botswana	1 991	15	120	700	6.0
Burkina Faso	15 746	10	140	1 300	0.9
Burundi	9 511	3	65	2 067	0.7
Cameroon	18 879	20	725	3 525	3.8
Cape Verde	429	8	102	1 185	23.9
Central African Rep.	4 511	2	19	1 167	0.4
Chad	10 329	1	130	12 900	1.3
Comoros	752	2	23	1 433	3.1
Congo, Rep. of the	4 013	0.5	155	30 900	3.9
Congo, Dem. Rep. of the	68 693	0.5	290	57 900	0.4
Cote d'Ivoire	20 617	40	660	1 550	3.2
Djibouti	725	1	13	829	1.8
Egypt	78 867	450	12 568	2 693	15.9
Equatorial Guinea	633	500	12	2 300	1.9
Eritrea	5 647	5	200	3 900	3.5
Ethiopia	85 237	10	360	3 500	0.4
Gabon	1 515	15	90	500	5.9
Gambia	1 778	4	114	2 755	6.4
Ghana	23 888	30	997	3 223	4.2
Guinea	10 058	8	90	1 025	0.9
Guinea-Bissau	1 534	2	37	2 373	2.4
Kenya	3 9003	200	3 360	1 580	8.6
Lesotho	2 131	4	73	1 733	3.4
Liberia	3 442	0.5	20	3 900	0.6
Libya	6 324	10	323	3 130	5.1
Madagascar	20 654	30	316	954	1.5
Malawi	15 029	15	140	830	0.9
Mali	13 443	19	200	964	1.5
Mauritania	3 129	5	60	1 100	1.9
Mauritius	1 284	87	380	337	29.6
Morocco	31 285	100	10	10 200	32.9
Mozambique	21 669	30	350	1 067	1.6
Namibia	2 109	30	114	278	5.4
Niger	15 306	5	80	1 500	0.5
Nigeria	149 229	200	11 000	5 400	7.4
Reunion (FR)	812	130	280	115	34.4
Rwanda	10 746	5	300	5 900	2.8
Saint Helena (UK)	8	..	1	..	13.1
Sao Tome & Principe	213	7	25	282	11.7
Senegal	13 712	40	1 020	2 450	7.4
Seychelles	87	6	32	433	36.6
Sierra Leone	5 132	5	14	178	0.3
Somalia	9 832	0.2	102	50 900	1.0
Sudan	41 088	30	4 200	13 900	10.2
South Africa	49 052	2 400	4 590	91	9.4
Swaziland	1 337	10	80	700	6.0

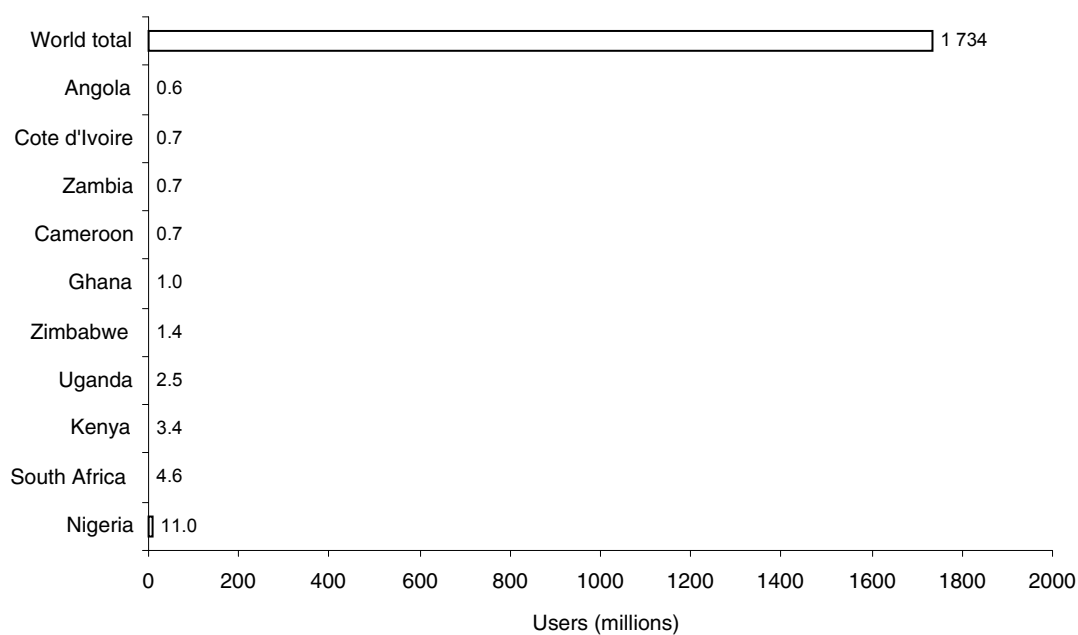
Cont.

Cont. Table 2.1

	Population ¹ (000)	Internet users 2000 ² (000)	Internet users 2009 ³ (000)	Growth 2000/2009 (%)	Penetration 2009 (% of population)
Tanzania	41 049	115	520	352	1.3
Togo	6 032	100	350	250	5.8
Tunisia	10 486	100	2 800	2 700	26.7
Uganda	32 370	40	2 500	6 150	7.7
Zambia	11 863	20	700	3 400	5.9
Zimbabwe	11 393	50	1 421	2 742	12.5
Africa total	990 371	5 014	52 985	164 162	5.4

¹ 2009, estimation.² 31 December 2000.³ Or latest data available.

Source: Internet World Stats (2010).

Figure 2.2 The leading ten Internet countries 2009 (million users)

Source: Internet World Stats (2010).

Table 2.2 Households with access to computers and the Internet 2002 and 2007 (per cent)

	Proportion of households with computer			Proportion of households with Internet		
	2002	2007	2002-2007	2002	2007	2002-2007
	(%)	(%)	CAGR (%)	(%)	(%)	CAGR (%)
Angola	..	5.0	..	..	3.5	..
Benin	..	..	..	..	..	..
Botswana	0.8	4.5	43.2	0.1	0.1	-
Burkina Faso	2.0	3.0*	8.4	0.3*	1.8*	43.4
Burundi	..	..	..	..	..	..
Cameroon	0.5	10.1	82.5	-	5.2	..
Cape Verde	4.6	11.6*	20.3	2.3	11.4*	37.7
Central African Rep	..	..	..	..	..	..
Chad	0.3*	2.0*	46.8	0.1*	0.1*	..
Congo, Rep. of the	1.5*	5.0*	27.5	-*	1.4*	125.9
Congo Dem. Rep. of the	2.9	6.2*	16.5	0.6*	3.6*	43.4
Côte d'Ivoire	0.2	0.3*	2.6	-	0.2*	..
Equatorial Guinea	..	..	..	..	..	..
Eritrea	0.2	0.2*	0.9	..	..	..
Ethiopia	0.1	0.2	29.7	0.1	0.1	3.7
Gabon	0.8*	4.3*	41.9	0.6*	3.6*	43.4
Gambia	0.3*	4.0*	74.1	-	2.0*	..
Ghana	0.3*	5.1	82.8	0.1	1.8	64.8
Guinea	1.9	..	..	..	..	..
Guinea-Bissau	0.3*	3.6*	70.1	-	1.0*	..
Kenya	1.0	5.5	40.5	0.7	2.2	25.7
Lesotho	1.0*	6.8*	46.5	-	0.9*	..
Liberia	..	..	..	..	..	..
Madagascar	6.9*	12.8*	13.3	-	1.0*	..
Malawi	0.1*	4.0*	140.2	-	1.4*	..
Mali	1.0*	1.0*	0.0	-	0.5*	..
Mauritius	16.2*	27.8*	11.4	11.1*	19.1*	11.4
Mozambique	0.2	3.8	80.6	-	0.9	..
Namibia	9.0*	11.2	4.4	2.0*	3.3	10.6
Niger	-	1.0	...	-	0.2	..
Nigeria	0.5*	5.1	0.3*	3.6*	*	70.1
Rwanda	0.1	0.3	25.2	0.1	0.1*	13.8
S. Tomé & Príncipe	..	..	..	..	..	..
Senegal	1.7*	7.8*	36.2	0.5*	1.0*	14.9
Seychelles	12.1	30.0	19.9	..	..	..
Sierra Leone	..	..	..	..	..	..
South Africa	9.9*	14.8	8.3	1.9*	4.8	19.9
Swaziland	6.1	12.8	16.0	5.0	6.0*	3.7
Tanzania	1.7	2.3*	6.4	0.3	0.6*	13.7
Togo	0.9	3.5*	33.0	0.5*	1.0*	14.9
Uganda	0.3*	5.1*	82.8	0.1	..	..
Zambia	0.8*	4.3*	41.9	0.3*	1.8*	43.4
Zimbabwe	1.7*	7.8*	36.2	0.3*	1.8	43.4
Africa total	1.9	5.3	22.8	0.4	2.3	38.2

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

Table 2.3 Internet bandwidth 2003 and 2008 (Mbps, Bits/s, per cent)

	2003 (Mbps)	2008 (Mbps)	2003–2008	Bits/s per Internet user 2003	2008	2003–2008 CAGR (%)
Algeria	156	6'530	111.0	223	1 593	48.1
Angola	7.0	290.0*	153.7*	121	582*	48.2*
Benin	47.0	155.0*	34.8*	671	1 033*	11.4*
Botswana	23.0	81.0*	37.0*	383	810*	20.6*
Burkina Faso	12.0	215.0*	78.1*	250	1 955*	67.2*
Burundi	4.0	15.5	31.1	286	238	-3.6
Cameroon	45.0	155.0	28.1	450	283	-8.9
Cape Verde	8.0	155.0	80.9	400	1 508	30.4
Central African Rep	1.0	1.5*	11.4*	167	96*	-12.9*
Chad	0.5	6.0	85.0*	17	67*	40.6*
Comoros	0	7	171.9	26	317	87.5
Congo, Rep. of the	0.6	1.0	15.4*	38	10*	-27.8*
Congo, Dem. Rep. of the	5.0	10.0	14.9	67	34	-12.4
Côte d'Ivoire	40.5	310.0*	66.4*	289	689	24.2
Djibouti	2	465	196.0	421	24 219	124.9
Egypt	925	27 077	96.5	308	1 995	45.3
Equatorial Guinea	1.0	16.8*	102.5*	333	1 680	49.8
Eritrea	2.0	24.0	64.4	67	160	19.1*
Ethiopia	10.0	245.0*	122.5*	133	842*	58.5*
Gabon	45.0	200.0*	45.2*	1 286	2 439*	17.4*
Gambia	2.1	62.0*	134.5*	59	618*	80.3*
Ghana	28.9	497.0*	103.6*	116	565*	48.7*
Guinea	2.0	2.0*	..	50	27	-14.5
Guinea-Bissau	0.1	2.0*	136.4*	3	59	104.4
Kenya	26.0	1421.2	171.9*	26	423	100.8
Lesotho	1.0	4.3*	43.9*	33	61*	16.4*
Liberia	0.3*	*	..	..	..	..
Libya	6	465	138.7	38	1 440	107.4
Madagascar	20.0	162.0	51.9	284	512	12.6
Malawi	3.5	67.0*	109.5*	97	480*	49.3*
Mali	6.0	213.0	144.1	171	1 704	58.3
Mauritania	10	245	91.6	792	4 083	38.8
Mauritius	63.0	400.0	58.7	420	1 053	20.2
Morocco	310	25 130	140.9	310	2 407	50.7
Mozambique	18.5	72.0*	40.5*	223	360*	12.7*
Namibia	8.8	56.0*	58.8*	135	554*	42.3*
Niger	2.0	30.0*	96.8*	105	543*	50.7*
Nigeria	92.0	693.0*	65.7*	123	69*	-13.3*
Rwanda	10.0	267.0	127.3*	323	890	28.9*
S. Tomé & Príncipe	2.0	8.0*	41.4*	133	348*	27.1*
Senegal	310.0	2 900.0	56.4	1 378	2 843	15.6
Seychelles	6.0	74.0	65.3	500	2 313	35.8
Sierra Leone	..	..	..	..	..	..
Somalia	3	3	-	100	33	-42.3
Sudan	90	13 300	171.6	450	3 167	47.7
South Africa	625.5	3 380.0*	52.5	191	852*	45.4*
Swaziland	1.0	1.0*	..	37	21	-13.0*
Tanzania	16.0	100.0*	58.1*	64	250*	40.6*
Togo	14.3	28.5*	18.9*	68	84*	5.3*
Tunisia	155	11 520	136.7	246	4 114	75.7
Uganda	10.0	369.0	146.5	80	148	13.0
Zambia	12.0	100.0	69.9	109	143	5.5
Zimbabwe	..	57.0*	..	..	..	42*

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

Table 2.4 Fixed broadband Internet subscribers 2003 and 2008 (thousand and per 100 inhabitants)

	2003 (000)	2008 (000)	2003–2008 CAGR (%)	per 100 inhabitants	
				2003	2008
Algeria	18.0	485.0	93.2	0.1	1.4
Angola	–	11.7*	..	–	0.1
Benin	–	2.0*	..	–	–
Botswana	–	3.5*	..	–	0.2
Burkina Faso	0.1	..	..	–	..
Burundi	–	0.2	..	–	–
Cameroon	–	..	..	–	..
Cape Verde	–	7.4	..	–	1.4
Central African Rep	–	..	..	–	..
Chad	–	..	..	–	..
Comoros	–	–	...	–	–
Congo, Rep. of the	–	..	..	–	–
Congo, Dem. Rep. of the	1.0	1.5*	8.4*	–	–*
Côte d'Ivoire	0.4	..	..	–	..
Djibouti	–	2.5	...	–	0.3
Egypt	54.8	769.7	69.6	0.1	0.9
Equatorial Guinea	–	..	..	–	..
Eritrea	–	–	..	–	–
Ethiopia	0.1	0.3*	52.3*	–	–*
Gabon	0.2	2.0*	63.4*	–	0.1*
Gambia	–	0.3*	..	–	–*
Ghana	–	17.3	..	–	0.1
Guinea	–	..	..	–	..
Guinea-Bissau	–	–	..	–	–
Kenya	–	17.7*	..	–	–*
Lesotho	–	..	..	–	..
Liberia	–	..	..	–	..
Libya	–	10.0	...	–	0.2
Madagascar	–	6.2	..	–	–
Malawi	0.1	1.6*	119.1	–	–
Mali	–	5.3	..	–	–
Mauritania	–	6	...	–	0.2
Mauritius	1.2	73.0	128.0	0.1	5.7
Morocco	2.7	483.9	182.0	–	1.5
Mozambique	–	..	..	–	..
Namibia	–	0.3*	..	–	–*
Niger	–	..	..	–	..
Nigeria	–	25.6	..	–	–
Rwanda	–	4.2	..	–	–
S. Tomé & Príncipe	–	0.3*	..	–	–
Senegal	2.4	47.4	81.8	–	0.4
Seychelles	–	3.4	..	–	4.0
Sierra Leone	..	..	..	..	..
Somalia	–	–	...	–	–
Sudan	–	44.6	...	–	0.1
South Africa	20.3	378.0*	107.7*	–	0.8
Swaziland	–	..	..	–	..
Tanzania	–	..	..	–	..
Togo	–	..	..	–	..
Tunisia	0.3	227.3	287.8	–	2.2
Uganda	–	4.8	..	–	–
Zambia	0.1	5.7	128.5	–	–
Zimbabwe	6.4	15.2*	24.2*	–	0.1*
Africa total	75.9	2 663.9			

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

Table 2.5 Fixed telephone lines 2003 and 2008 (thousand and per 100 inhabitants)

	2003 (000)	2008 (000)	2003-2008 CAGR (%)	per 100 inhabitants		2003-2008 CAGR (%)
	2003	2008		2003	2008	
Algeria	2 147	3 314	9.1	6.73	9.64	7.4
Angola	85	114	6.1	0.6	0.7	2.9
Benin	67	103	9.2	0.9	1.2	5.7
Botswana	131	142	1.0	7.4	7.5	-0.4
Burkina Faso	67	144	16.7	0.5	1.0	12.8
Burundi	24	30	4.9	0.3	0.3	0.2
Cameroon	97	198	15.3	0.6	1.0	11.1
Cape Verde	72	72	0.1	14.8	13.3	-2.2
Central African Rep	10	12	4.8	0.2	0.3	2.9
Chad	13	13	0.9	0.1	0.1	-2
Comoros	13	23	12.0	2.25	3.53	9.4
Congo, Rep. of the	7	22	26.0	0.2	0.6	23.4
Congo, Dem. Rep. of the	10	37	30.8	0.0	0.1	26.3
Côte d'Ivoire	238	357	8.4	1.4	1.8	6.1
Djibouti	10	15	8.0	1.31	1.76	6.1
Egypt	8 736	11 936	6.4	11.76	14.64	4.5
Equatorial Guinea	10	10	0.8	1.7	1.5	-1.9
Eritrea	38	40	1.2	0.9	0.8	-3.0
Ethiopia	405	909	17.6	0.5	1.1	14.2
Gabon	38	27	-7.2	2.9	1.8	-8.9
Gambia	42	49	3.1	2.9	2.8	-0.9
Ghana	291	144	-13.1	1.4	0.6	-15.2
Guinea	26	21	-4.3	0.3	0.21	-6.3
Guinea-Bissau	11	5	-15.1	0.7	0.3	-17.7
Kenya	328	252	-5.1	1.0	0.7	-8.2
Lesotho	35	65	13.2	1.8	3.2	12.2
Liberia	7	2*	-21.6*	0.2	0.1*	-24.0*
Libya	750	1 033*	6.6	13.19	16.41*	4.5
Madagascar	60	165	22.6	0.3	0.8	19.3
Malawi	85	175	15.5	0.7	1.3*	16.3*
Mali	61	83	6.3	0.5	0.7	6.4
Mauritania	38	76	14.9	1.35	2.37	12.0
Mauritius	348	365	0.9	28.5	28.7	0.1
Morocco	1 219	2 991	19.7	4.09	9.46	18.3
Mozambique	78	78	0.2	0.4	0.4	-2.5
Namibia	127	140	1.9	6.6	6.6	-
Niger	23	65	23.0	0.2	0.4	18.5
Nigeria	889	1 307	8.0	0.7	0.9	4.1
Rwanda	26	17	-8.1	0.3	0.2	-10.5
S. Tomé & Príncipe	7	8	2.0	4.7	4.8	0.4
Senegal	229	238	0.8	2.1	1.9	-1.9
Seychelles	21	23	1.8	26.8	27.4	0.5
Sierra Leone	25	32	4.5	0.5	0.6	1.2
Somalia	100	100*	-	1.25	1.12	-2.2
Sudan	937	366	-17.1	2.52	0.89	-18.9
South Africa	4 821	4 425	-1.7	10.3	8.9	-2.8
Swaziland	46	44	-1.0	4.2	3.8	-2.0
Tanzania	147	124	-3.4	0.4	0.3	-5.6
Togo	61	141	18.2	1.1	2.2	15.3
Uganda	61	169	22.5	0.2	0.5	18.4
Tunisia	1 164	1 239	1.3	11.99	12.18	0.3
Zambia	88	91	0.5	0.8	0.7	-1.0
Zimbabwe	301	348	2.9	2.3	2.6*	2.5

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

Table 2.6 Mobile cellular subscriptions 2003 and 2008 (thousand and per 100 inhabitants)

	2003 (000)	2008 (000)	2003-2008 CAGR (%)	per 100 inhabitants		2003-2008 CAGR (%)
				2003	2008	
Algeria	1 447	31 871 ²	85.6	4.54	92.72 ²	82.8
Angola	350	6 773	80.9	2.3	38.7	75.5
Benin	236	3 625	72.7	3.0	41.9	69.4 ¹
Botswana	445	1 486	27.3	25.1	78.0	25.4
Burkina Faso	238	2 553	60.7	1.9	16.8	54.3
Burundi	64	481	49.7	0.9	5.4	42.9
Cameroon	1 077	6 161	41.7	6.8	32.6	36.6
Cape Verde	53	278	39.1	11.0	51.2	35.9
Central African Rep	40	154	30.9	1.0	3.6	27.9
Chad	65	1 809	94.5	0.7	16.6	87.1
Comoros	2	98	118.0	0.34	14.90	113.1
Congo, Rep. of the	330	1 807	40.5	8.8	50.0	41.5 ¹
Congo, Dem. Rep. of the	1 246	9 263	49.4	2.3	14.3	44.2
Côte d'Ivoire	1 281	10 449	52.2	7.3	53.2	48.9
Djibouti	23	113	37.5	2.96	13.29	35.0
Egypt	5 798	41 272	48.1	7.80	50.62	45.4
Equatorial Guinea	42	346	52.8	8.6	52.5	43.6 ¹
Eritrea	..	109	..	..	2.2	..
Ethiopia	51	3 168	128.1	0.1	3.7	121.6
Gabon	300	1 300 ²	34.1	22.4	96.3 ²	33.9 ²
Gambia	149	1 166	50.8	10.4	66.5	45.0
Ghana	796	11 570	70.8	3.8	48.3	66.7
Guinea	112	3 840	103.0	1.2	39.1	100.7 ¹
Guinea-Bissau	1	500	230.2	0.1	28.6	220.0
Kenya	1 591	16 234	59.1	4.9	42.1	54.0
Lesotho	126	581	35.8	7.0	28.8 ²	32.7 ²
Liberia	47	732	73.0	1.5	18.6 ²	66.2 ³
Libya	127	4 828	107.0	2.23	76.71	102.8
Madagascar	284	4 835	76.3	1.6	23.9	71.6
Malawi	135	1 781	67.5	1.1	12.0	62.6 ¹
Mali	247	3 267	67.6	1.9	25.7	67.6
Mauritania	351	2 092	42.9	12.40	65.07	39.3
Mauritius	462	1 033	17.4	37.9	81.3	16.5
Morocco	7 360	22 816	25.4	24.68	72.19	23.9
Mozambique	436	4 405	58.8	2.3	20.2	54.6
Namibia	224	1 052	36.3	11.3	49.4	34.3
Niger	82	1 898	87.3	0.6	12.9	84.7 ¹
Nigeria	3 150	62 989	82.1	2.5	41.6	75.4
Rwanda	131	1 323	58.9	1.5	13.2	54.7
São Tomé & Príncipe	5	49	59.0	3.2	30.6	..
Senegal	782	5 389	47.1	7.0	42.5	43.3
Seychelles	49	85	11.6	62.2	100.9	10.2
Sierra Leone	113	1 009	54.9	2.2	16.9 ²	50.2 ²
Somalia	200	627*	25.7	2.51	7.02*	22.9
Sudan	527	11 991	86.8	1.42	29.00	82.8
South Africa	16 860	45 000	21.7	35.9	92.2	20.7
Swaziland	85	532	44.3	8.2	45.5	40.1
Tanzania	1 942	13 007	46.3	2.4	31.4	67.9
Togo	244	1 550	44.8	4.2	24.0	41.7 ¹
Tunisia	1 918	8 602	35.0	19.76	84.59	33.8
Uganda	776	8 555	61.6	2.9	26.8	56.1
Zambia	241	3 539	71.1	2.1	29.1	68.6
Zimbabwe	364	1 655	35.4	2.8	13.1	35.9

¹ Data have been processed.² Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

Table 2.7 Mobile cellular subscriptions 2008 (per cent, thousands, and per 100 inhabitants)

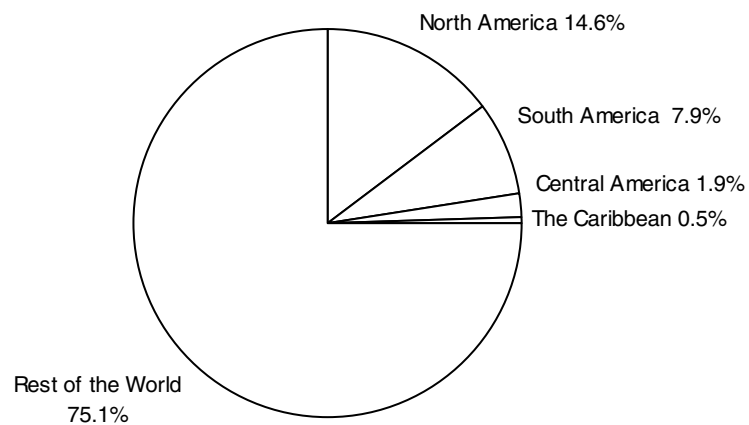
	Mobile prepaid subscriptions (%)	cellular population coverage (%)	Share of total telephone subscribers (%)	Mobile broadband	
				subscriptions (000)	subscribers (per 100 inh.)
Algeria	97.0	82	91	-	-
Angola	70.4*	40.0	98.3	139.3	0.8
Benin	99.5*	80.0	96.9*	-	-
Botswana	97.9	99.0	91.3	-	-
Burkina Faso	99.2*	61.1	95.4	-	-
Burundi	99.6	82.0	94.0	-	-
Cameroon	99.0	58.0	96.9	34.4	0.2
Cape Verde	99.5	87.0	79.4	4.9	0.9
Central African Rep	..	19.3	90.2*	-	-
Chad	100.0*	24.0	97.3*	-	-
Comoros	99.0	40	81	-	-
Congo, Rep. of the	99.0*	53.0	97.2*	-	-
Congo, Dem. Rep. of the	99.6	50.0	99.6*	-	-
Côte d'Ivoire	98.9	59.0	96.7	-	-
Djibouti	100	85	88	-	-
Egypt	96.0	95	78	4 000	4.9
Equatorial Guinea	97.5*	..	90.6*	-	-
Eritrea	100.0	1.7	72.9	-	-
Ethiopia	87.2*	10.0	77.7	-	-
Gabon	99.2*	79.0	98.0*	-	-
Gambia	100.0	85.0	96.0	-	-
Ghana	94.1	68.0	98.8	-	-
Guinea	95.0*	80.0	98.1	-	-
Guinea-Bissau	100.0	65.0	99.1	-	-
Kenya	98.7	77.0	98.5	20.6	0.1
Lesotho	85.6*	55.0	87.1	-	-
Liberia	..	..	99.7	-	-
Libya	99.0	71	82	1 799	28.6
Madagascar	98.2	23.0	96.7	4.3	-
Malawi	99.1*	93.0	91.0*	-	-
Mali	99.7	21.5	97.5	-	-
Mauritania	96.0	62	97	72	2.2
Mauritius	93.9	99.0	73.9	90.0	7.1
Morocco	96.0	98	88	710	2.2
Mozambique	80.0*	44.0	98.3	-	-
Namibia	87.6*	95.0	88.4	-	-
Niger	92.4*	45.0	93.1*	-	-
Nigeria	99.0	60.0	98.0	3 671.5	2.4
Rwanda	99.0	90.0	98.7	0.7	-
São Tomé & Príncipe	98.9*	19.5	86.5	-	-
Senegal	99.3	85.0	95.8	-	-
Seychelles	76.9	98.0	78.6	0.1	0.1
Somalia	100*	..	86*	-	-
Sudan	92.0	66	97	160	0.4
South Africa	81.9*	99.8	90.9*	2 471.3	5.1
Swaziland	95.0*	90.0	85.0	-	-
Tanzania	96.7*	65.0	99.1	-	0.4
Togo	99.8*	85.0	94.0	-	-
Tunisia	99.0	100	87	-	-
Uganda	95.0	80.0	98.1	-	0.7
Zambia	99.6	50.0	97.5	-	-
Zimbabwe	79.1*	75.0	83.7*	-	-

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009d, 2010b).

North & South America

Figure 2.3 Internet users 2009 (per cent)



Source: Internet World Stats (2010).

Table 2.8 Internet users by region 2000 and 2009 (thousand and per cent)

Region	Population (000)	Share of American population (%)	Share of world population (%)	Internet users 2009 (000)	Growth 2000-2009 (%)	Penetration 2009 (%)	Share of American users (%)	Share of world users (%)
Caribbean	40 744	4.4	0.6	9 207	1 545.9	22.6	2.1	0.5
Central America	153 321	16.5	2.3	33 658	946.1	22.0	7.8	1.9
North America	340 832	36.7	5.0	252 908	134.0	74.2	58.6	14.6
South America	392 597	42.3	5.8	136 166	852.7	34.7	31.5	7.9
Total Americas	927 494	100.0	13.7	431 939	242.4	46.6	100.0	24.9
Rest of the World	5 840 311	–	86.3	1 302 054	454.5	22.3	–	75.1
World total	6 767 805	–	100.0	1 733 994	380.3	25.6	–	100.0

Source: Internet World Stats (2010).

Table 2.9 Internet users by country 2000 and 2009 (thousand and per cent)

	Population ¹ (000)	2000 ² (000)	2009 ³ (000)	Internet users Growth 2000-2009 (%)	Penetration 2009 (%)
CARIBBEAN					
Anguilla	14	0.0	4	390	31.2
Antigua & Barbuda	86	0.2	65	1 200	75.9
Aruba	103	0.3	24	500	23.3
Bahamas	308	0.8	142	984	46.2
Barbados	285	0.7	188	3 033	66.1
British Virgin Islands	24	0.1	4	0	16.3
Cayman Islands	49	0.1	23	195	46.9
Cuba	11 452	28.1	1 450	2 317	12.7
Dominica	73	0.2	28	1 275	37.8
Dominican Republic	9 650	23.7	3 000	5 355	31.1
Grenada	91	0.2	24	485	26.4
Guadeloupe	442	1.1	103	1 188	23.3
Haiti	9 036	22.2	1 000	16 567	11.1
Jamaica	2 826	6.9	1 540	2 467	54.5
Martinique	404	1.0	160	3 100	39.6
Montserrat	5	0.0	1	0	23.5
Netherlands Antilles	227	0.6	2	0	0.9
Puerto Rico	3 966	9.7	1 000	400	25.2
St. Barthélemy (FR)	7	0.0	..	0	..
St. Kitts & Nevis	40	0.1	16	700	39.9
Saint Lucia	160	0.4	110	3 567	68.6
St. Martin (FR)	30	0.0	..	0	..
St. Vincent & Grenadines	105	0.3	66	1 786	63.1
Trinidad & Tobago	1 230	3.0	227	127	18.5
Turks & Caicos	23	0.1	..	0	0.0
US Virgin Islands	110	0.3	30	150	27.3
Total Caribbean	40 744	100.0	9 207	1 546	22.6
CENTRAL AMERICA					
Belize	308	0.2	34	127	11.0
Costa Rica	4 254	2.8	1 460	484	34.3
El Salvador	7 185	4.7	826	1 965	11.5
Guatemala	13 277	8.7	1 960	2 915	14.8
Honduras	7 834	5.1	659	1 546	8.4
Mexico	111 212	72.5	27 600	918	24.8
Nicaragua	5 891	3.8	185	270	3.1
Panama	3 360	2.2	935	1 977	27.8
Total Central America	153 321	100.0	33 658	946	22.0
NORTH AMERICA					
Bermuda	68		51	104.0	75.2
Canada	33 487		25 086	97.5	74.9
Greenland	58		52	192.1	90.3
St. Pierre & Miquelon	7		..	0.0	0.0
United States	307 212		227 719	138.8	74.1
Total North America	340 832		252 908	138.8	74.1

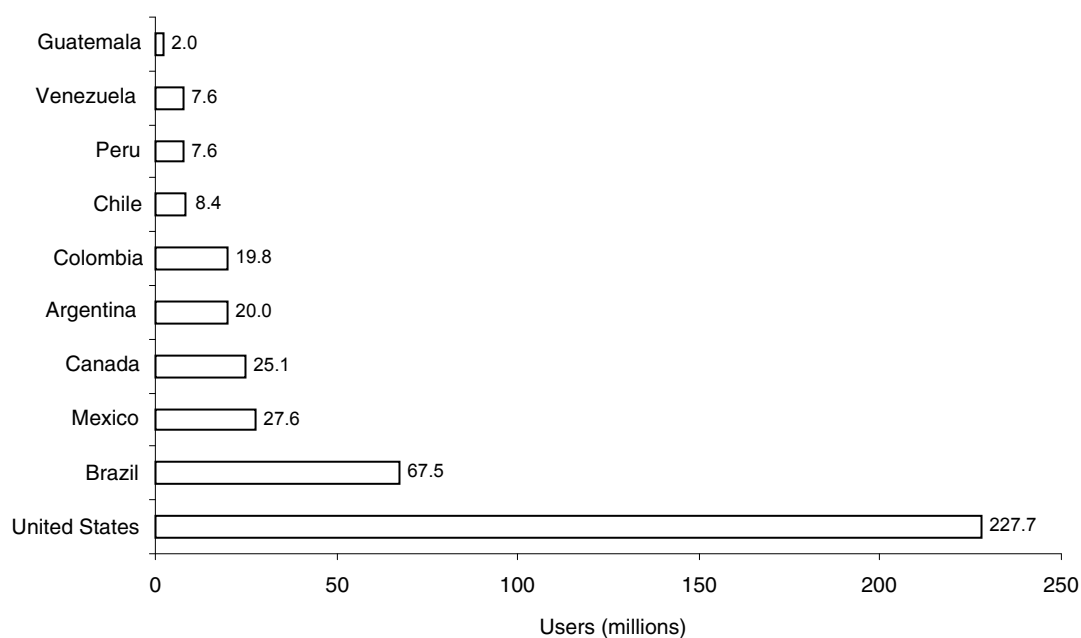
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Cont. Table 2.10 Internet users by country 2000 and 2009 (thousand and per cent)

	Population ¹ (000)	Internet users 2000 ² (000)	Internet users 2009 ³ (000)	Growth 2000/2009 (%)	Penetration 2009 (%)
SOUTH AMERICA					
Argentina	40 914	10.4	20 000	700.0	48.9
Bolivia	9 775	2.5	1 000	733.3	10.2
Brazil	198 739	50.6	67 510	1 250.2	34.0
Chile	16 602	4.2	8 369	376.2	50.4
Colombia	43 677	11.1	19 793	2 154.3	45.3
Ecuador	14 573	3.7	1 759	877.5	12.1
Falkland Islands	2	0.0	2	0.0	100.0
French Guiana	229	0.1	54	2 600.0	23.6
Guyana	753	0.2	205	6 733.3	27.2
Paraguay	6 996	1.8	894	4 371.0	12.8
Peru	29 547	7.5	7 636	205.5	25.8
Suriname	481	0.1	50	327.4	10.4
Uruguay	3 494	0.9	1 340	262.2	38.3
Venezuela	26 815	6.8	7 553	695.0	28.2
Total South America	392 597	100.0	136 166	852.7	34.7

¹ 2009, estimation.² 31 December 2000.³ Or latest data available.

Source: Internet World Stats (2010).

Figure 2.4 The leading ten Internet countries 2009 (million users)

Source: Internet World Stats (2010).

Table 2.11 Households with access to computers and the Internet 2002 and 2007 (per cent)

	Proportion of households with computer			Proportion of households with Internet		
	2002 (%)	2007 (%)	2002-2007 CAGR (%)	2002 (%)	2007 (%)	2002-2007 CAGR (%)
Antigua & Barbuda	..	..	..	..	..	..
Argentina	27.0	36.4*	6.2	14.0	27.5*	14.5
Bahamas	..	..	..	..	..	..
Barbados	..	..	..	..	..	..
Belize	..	..	..	..	..	..
Bolivia	7.1*	18.0*	20.5	1.8	5.9	26.9
Brazil	14.2	20.8*	8.0	10.3	15.4*	8.4
Canada	64.0	79.1*	4.3	54.5	72.1*	5.8
Chile	20.5	36.4	12.2	11.0	22.1	15.0
Colombia	10.0	27.4	22.3	5.6	8.0*	7.4
Costa Rica	20.0	31.6*	9.6	7.3	11.8	10.2
Cuba	0.5*	2.3	35.7	-	1.8	..
Dominica	..	..	..	..	..	..
Dominican Rep.	5.5	12.5	18.1	2.8	5.7	15.2
Ecuador	17.5*	18.0	0.6	2.0*	6.8	27.4
El Salvador	5.2*	8.6*	10.7	2.3	3.6	9.4
Grenada	..	..	..	..	..	..
Guatemala	5.9*	13.6*	18.3	0.6	1.8	25.2
Guyana	..	..	..	..	..	..
Haiti	0.3*	4.0*	68.7	-	1.8*	..
Honduras	4.2	10.1*	19.4	-	3.3	..
Jamaica	13.0	17.2*	5.8	7.7	12.7*	10.6
Mexico	15.2	22.1	7.8	7.5	12.0	9.9
Nicaragua	2.2	7.8*	28.8	0.6*	3.6*	43.4
Panama	9.8*	16.9	11.4	5.8*	8.9*	9.0
Paraguay	5.4	10.4*	14.1	1.7	4.0*	18.5
Peru	4.3	13.8*	26.3	0.8*	5.6	47.6
St.Kitts and Nevis	..	..	..	..	..	..
St.Lucia	..	..	..	..	..	..
St.Vincent and the Grenadines	..	..	..	..	..	..
Suriname	..	..	..	..	..	..
Trinidad & Tabago	17.0	43.6	20.7	15.5*	18.0*	3.1
United States	59.0	70.2	3.5	52.0	61.7	3.5
Uruguay	17.6	27.0*	8.9	13.6	13.5*	-0.1
Venezuela	5.1	11.9*	18.4	2.0	3.0*	8.6
North & South America total	35.5	44.7	4.7	29.8	36.3	4.0

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009e, 2010b).

Table 2.12 Internet bandwidth 2003 and 2008 (Mbps, Bits/s and per cent)

	2003 (Mbps)	2008 (Mbps)	2003-2008 CAGR (%)	2003 (Bits/s per Internet user)	2008 (Bits/s per Internet user)	2003-2008 CAGR (%)
Antigua & Barbuda	290	3 250	83.0	20 714	50 000	24.6
Argentina	7 358	91 633*	87.9	1 624	8 173*	49.8
Bahamas	90	510	54.3	1 071	3 592	35.3
Barbados	..	519*	..	..	3 244*	..
Belize	46	490	80.7	..	8 167	..
Bolivia	176	398*	22.7	566	398*	-8.4
Brazil	18 511	199 500*	81.2	772	2 955*	39.9
Canada	172 529	533 983*	32.6	8 521	22 250*	27.1
Chile	6 103	67 813*	82.6	1 884	12 428*	60.3
Colombia	3 818	100 523	126.5	1 238	5 873	47.6
Costa Rica	1 020	3 875	39.6	1 200	2 583	21.1
Cuba	87	302	36.5	149	208	8.8
Dominica	17	..	..	1 063	..	..
Dominican Rep.	52	14 000	305.5	71	5 463	196.3
Ecuador	483	11 664	121.7	848	8 907	80.0
El Salvador	82	200	25.0	149	205	8.3
Grenada	...	..	..	..	..	..
Guatemala	700	2 490*	37.3	1 273	1 886*	10.3
Guyana	28	..	..	200	..	..
Haiti	82	..	..	547	..	..
Honduras	22	1 731*	197.8	119	2 629*	117.0
Jamaica	2 000	2 000*	-	2 500	1 299*	-15.1
Mexico	9 088	30 275	35.1	591	1 302	22
Nicaragua	6	806*	240.4	60	1 343*	117.5
Panama	622	53 374*	204.4	1 995	68 532*	142.1
Paraguay	100	1 119	82.9	833	1 865	22.3
Peru	1 840	75 428	153.0	646	10 581	101.2
St.Kitts and Nevis	2	..	..	180	..	..
St.Lucia	..	..	..	..	..	..
St.Vincent and the Grenadines	3	30 000	900.0	429	454 545	470.7
Suriname	45	..	..	1 957	..	..
Trinidad&Tabago	96	900*	75.0	627	4 091*	59.8
United States	708 599	3 401 410	48.0	3 868	15 461*	41.4
Uruguay	436	3003*	62.0	823	2 241*	28.5
Venezuela	747	17 253*	119.2	386	2 407*	58.0

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009e, 2010b).

Table 2.13 Fixed telephone lines 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003-2008	Per 100 inhabitants		2003-2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Antigua & Barbuda	38	38	-	47.7	45.9	-0.8
Argentina	8604	9 631	2.3	22.6	24.1	1.3
Bahamas	132	133	0.1	41.5	39.3	-1.1
Barbados	134	150	2.3	53.2	58.8	2.0
Belize	33	31	-1.3	12.9	10.6	-3.8
Bolivia	610	690	2.5	6.9	7.12	0.6
Brazil	39 205	41 141	1.0	21.6	21.2	-0.4
Canada	20 612	18 250	-2.4	65.13	54.9	-3.4
Chile	3 252	3 526	1.6	20.4	21.0	0.6
Colombia	7 848	6 820	-2.8	17.7	14.6	-3.8
Costa Rica	1 159	1 438	4.4	27.8	31.7	2.7
Cuba	724	1 104	8.8	6.5	9.8	8.7
Dominica	23	18	-4.9	33.17	26.2	-4.6
Dominican Rep.	909	986	1.6	10.5	10.0	-1.1
Ecuador	1 531	1 910	4.5	11.9	14.2	3.5
El Salvador	753	1 077	7.4	11.3	15.5	6.5
Grenada	33	29	-2.6	32.0	27.1	-3.3
Guatemala	944	1 449	9.0	7.9	10.6	6.1
Guyana	92	125	6.2	12.1	16.4	6.2
Haiti	140	108	-5.1	1.54	1.1	-6.6
Honduras	334	826	19.8	4.9	11.4	18.6
Jamaica	459	317	-7.1	17.5	11.6	-7.8
Mexico	16 330	20 539	4.7	15.7	19.1	4.0
Nicaragua	205	312	8.8	3.85	5.51	7.4
Panama	381	496	5.4	12.2	14.6	3.6
Paraguay	281	363	5.3	4.8	5.8	4.0
Peru	1 839	2 878	9.4	6.8	10.2	8.5
St.Kitts and Nevis	24	20	-2.8	49.1	40.0	-4.0
St.Lucia	49	41	-3.5	30.2	24.0	-4.5
St.Vincent and the Grenadines	21	23	1.5	18.0	18.8	0.9
Suriname	80	82	0.4	16.4	15.8	-0.7
Trinidad & Tabago	319	307	-0.8	24.4	23.0	-1.1
United States	182 933	154 655	-3.3	61.6	49.6	-4.2
Uruguay	938	959	0.4	27.5	28.6	0.8
Venezuela	2 956	6 304	16.4	11.5	22.4	14.4

Sources: ITU (2009e, 2010b).

Table 2.14 Mobile cellular subscriptions 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003-2008	(per 100 inhabitants)		2003-2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Antigua & Barbuda	46	137	24.3	57.9	165.0	23.3
Argentina	7 842	46 509	42.8	20.6	116.5	41.4
Bahamas	122	358	24.0	38.9	106.8	22.4
Barbados	140	406	23.7	52.2	159.1	25.0 ¹
Belize	60	160	21.5	23.3	54.5	18.5
Bolivia	1 279	4 830	30.4	14.5	49.8	28.0
Brazil	46 373	150 641	26.6	25.6	77.6	24.9
Canada	13 291	21 455	10.1	42.0	64.7	9.0
Chile	7 268	14 797	15.3	45.6	88.1	14.1
Colombia	6 186	41 365	46.2	14.0	88.5	44.6
Costa Rica	778	1 887	19.4	18.6	41.6	17.4
Cuba	35	332	56.5	0.3	2.9	56.4
Dominica	24	100	33.3	30.4	149.7	37.6 ¹
Dominican Rep.	2 092	7 211	28.1	24.2	72.8	24.6
Ecuador	2 398	11 595	37.1	18.7	86.0	35.7
El Salvador	1 150	6 951	43.3	17.3	100.0	42.0
Grenada	42	60	7.3	41.5	56.9	6.5
Guatemala	2 035	14 949	49.0	17.0	109.2	45.1
Guyana	138	328 ²	18.9	18.4	44.6*	19.3
Haiti	320	3 200	58.5	3.9	32.8	53.4
Honduras	379	6 211	74.9	5.5	85.7	73.2
Jamaica	1 576	2 723	11.6	60.0	99.8	10.7
Mexico	30 098	75 304	20.1	28.8	69.9	19.3
Nicaragua	467	3 039	45.5	8.9	53.5	43.3
Panama	692	3 805	40.6	22.2	111.9	38.2
Paraguay	1 770	5 791	26.7	30.1	92.8	25.2
Peru	2 930	20 952	48.2	10.8	74.2	47.1
St.Kitts and Nevis	22	80	29.5	18.0*	156.7	54.9
St.Lucia	99	170	11.4	33.9*	99.5	24.6
St.Vincent and the Grenadines	63	130	15.6	53.4	107.5	15.0
Suriname	169	416	19.8	38.0	80.8	16.3 ¹
Trinidad & Tabago	336	1 501 ²	35.0	25.9	112.9	34.2 ¹
United States	160 637	270 500	11.0	54.9	87.6	9.8
Uruguay	498	3 508	47.8	14.6	104.7	48.4
Venezuela	7 015	27 084	31.0	27.2	96.3	28.8

¹ Data have been processed.² Figures are estimates or refer to years other than those specified.

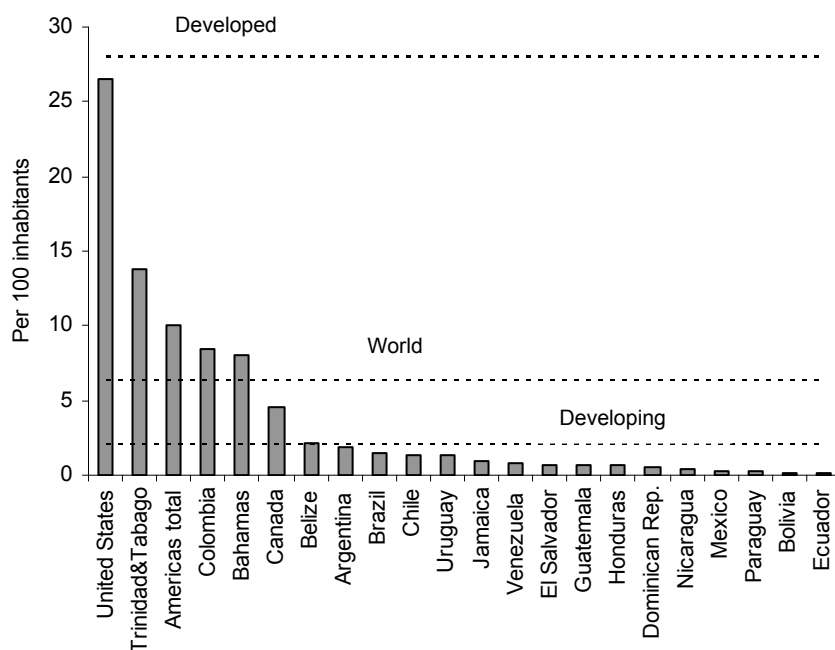
Sources: ITU (2009e, 2010b).

Table 2.15 Mobile cellular and broadband subscriptions 2008 (per cent, thousand, and per 100 inhabitants)

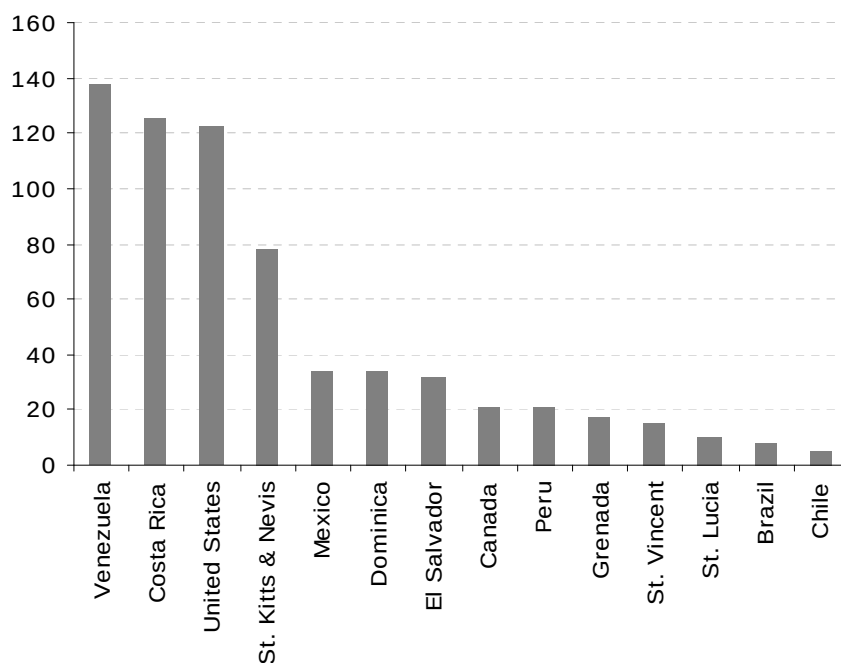
	Mobile cellular subscriptions			Mobile broadband subscriptions 2008 (000)	Mobile broadband subscribers 2008 per 100 inhab
	Prepaid subscriptions 2008 (%)	Population coverage 2008 (%)	Share of total telephone subscribers 2008 (%)		
Antigua & Barbuda	100.0	75.7	78.2	-	-
Argentina	94.1	89.6	82.8	746	1.9
Bahamas	100.0	90.7	73.8*	27	8.0
Barbados	99.9*	53.3*	60.5*	-	-
Belize	..	97.7	83.7	6	2.2
Bolivia	45.9	95.5*	82.8*	9	0.1
Brazil	90.6	81.5	78.5	2 818	1.5
Canada	98.0*	20.9	52.6*	1 517	4.6
Chile	100.0	72.7	80.8	228	1.4
Colombia	83.0	86.3	85.8	3 926	8.4
Costa Rica	87.0*	-	56.8	-	-
Cuba	77.2*	91.5	23.1	-	-
Dominica	..	92.9*	66.6*	-	-
Dominican Rep.	90.0*	86.7	88.0	61	0.6
Ecuador	84.0	87.1	85.9	15	0.1
El Salvador	95.0*	90.5	86.6	49	0.7
Grenada	..	86.0	67.7	-	-
Guatemala	76.0*	94.7	91.2	90	0.7
Guyana	95.0	96.8*	71.9*	-	-
Haiti	..	100.0*	95.8*	-	-
Honduras	89.9*	96.1	88.3	51	0.7
Jamaica	95.0*	96.9	89.6	25	0.9
Mexico	99.9	91.8	78.6	326	0.3
Nicaragua	70.0	94.8	88.1*	24	0.4
Panama	81.2	93.0	88.5	-	-
Paraguay	..	80.0	94.1	20	0.3
Peru	92.0	89.0	87.9	-	-
St.Kitts and Nevis	..	..	28.6*	-	-
St.Lucia	80.0*	88.4	80.6	-	-
St.Vincent and the Grenadines	100.0	96.9	85.1	-	-
Suriname	..	92.4*	79.7*	-	-
Trinidad & Tabago	100.0	90.8*	83.1*	185	13.8
United States	99.8*	17.0*	62.4*	81 900	26.5
Uruguay	100.0	76.8	78.5	47	1.4
Venezuela	90.0	94.3	81.1	233	0.8
North & South America total	94.1	59.8	72.4	92 303	10.1

* Figures are estimates or refer to years other than those specified

Sources: ITU (2009e, 2010b).

Figure 2.5 Mobile broadband penetration 2008 (per 100 inhabitants)

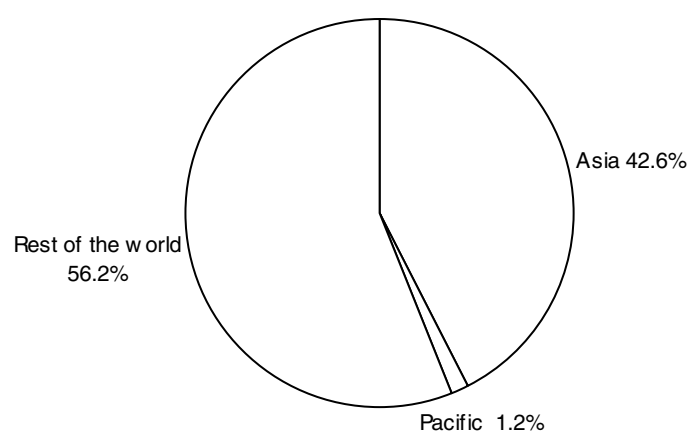
Source: ITU (2009e).

Figure 2.6 Number of text messages (SMS) per user per month, selected countries, latest year available (units)

Source: ITU (2009e).

Asia & the Pacific

Figure 2.7 Internet users 2009 (per cent)



Source: Internet World Stats (2010).

Table 2.16 Internet users in Asia 2000 and 2009 (thousand and per cent)

	Population ¹ (000)	Internet users 2000 ² (000)	Internet users 2009 ³ (000)	Growth 2000–2009 (%)	Penetration 2009 (%)
Afghanistan	28 396	1	500	49 900	1.8
Armenia	2 967	30	191	537	6.4
Azerbaijan	8 239	12	1 485	12 276	18.0
Bangladesh	156 051	100	556	456	0.4
Bhutan	691	0.5	40	7 900	5.8
Brunei Darussalam	388	30	217	623	55.9
Cambodia	14 494	6	74	1 133	0.5
China	1 338 613	22 500	360 000	1 500	26.9
Georgia	4 616	20	1 024	5 020	22.2
Hong Kong (China)	7 055	2 283	4 879	114	69.2
India	1 156 898	5 000	81 000	1 520	7.0
Indonesia	240 272	2 000	30 000	1 150	12.5
Japan	127 079	47 080	95 979	104	75.5
Kazakhstan	15 399	70	2 300	3 186	14.9
Korea, North	22 665	..	..	..	..
Korea, South	48 509	19 040	37 476	97	77.3
Kyrgyzstan	5 432	52	850	1 547	15.6
Laos	6 834	6	130	2 067	1.9
Macao (China)	560	60	259	332	46.3
Malaysia	25 716	3 700	16 903	357	65.7
Maldives	396	6	71	1 095	18.1
Mongolia	3 041	30	330	1 000	10.9
Myanmar	48 138	1	109	10 790	0.2
Nepal	28 563	50	499	898	1.7
Pakistan	174 579	134	18 500	13 716	10.6
Philippines	97 977	2 000	24 000	1 100	24.5
Singapore	4 658	1 200	3 370	181	72.4
Sri Lanka	21 325	122	1 164	858	5.5
Taiwan	22 974	6 260	15 143	142	65.9
Tajikistan	7 349	2	600	29 900	8.2
Thailand	65 998	2 300	16 100	600	24.4
Timor-Leste	1 132	..	2	0	0.2
Turkmenistan	4 885	2	75	3 650	1.5
Uzbekistan	27 606	8	2 469	32 820	8.9
Vietnam	88 577	200	21 963	10 882	24.8
Asia total	3 808 071	114 304	738 257	546	19.4

¹ Data of 2009 are estimations.² 31 December 2000.³ Or latest data available.

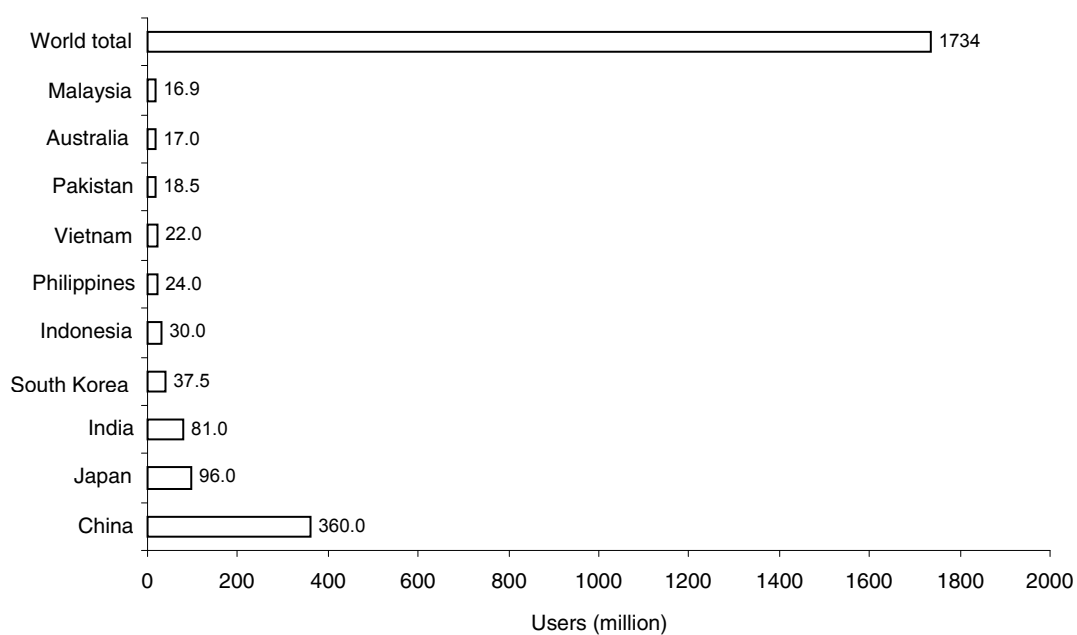
Source: Internet World Stats (2010).

Table 2.17 Internet users in the Pacific 2009 (thousand and per cent)

	Population (000) ¹	Share of population (%)	Internet users 2009 ² (000)	Growth 2000-2009 (%)	Penetration 2009 (%)
American Samoa	66	0.2	..	..	..
Antarctica	-	0.0	..	..	..
Australia	21 263	61.0	17 034	158	80.1
Australia, Ext. Ter.	2	0.0	..	..	..
Christmas Island	1	0.0	464	0	33.1
Cocos (Keeling) Is.	596	0.0	..	..	..
Cook Islands	12	0.0	5	0	42.1
Fiji	945	2.7	103	1 273	10.9
French Polynesia	287	0.8	90	1 025	31.4
Guam	178	0.5	85	1 600	47.6
Kiribati	113	0.3	2	100	1.8
Marshall Islands	65	0.2	2	340	3.4
Micronesia	107	0.3	16	700	14.9
Nauru	14	0.0	300	0	2.1
New Caledonia	227	0.7	85	254	37.4
New Zealand	4 213	12.1	3 360	305	79.7
Niue	2	0.0	1	122	62.6
Norfolk Island	3	0.0	700	0	27.4
Northern Marianas	51	0.1	10	0	19.4
Palau	21	0.1	5	0	26.0
Papau New Guinea	5 941	17.1	120	11	2.0
Pitcairn Islands	48	0.0	..	..	..
Samoa	220	0.6	9	1 700	4.1
Smaller Territories (4)	4	0.0	..	..	..
Solomon Islands	596	1.7	10	400	1.7
Terres Australes	..	0.0	..	..	..
Tokelau	1	0.0	800	1 112	58.4
Tonga	121	0.3	8	740	6.9
Tuvalu	12	0.0	4	0.	33.9
Vanuatu	219	0.6	17	467	7.8
Wallis & Futuna	15	0.0	1	0	7.8
Pacific total	34 700	100.0	20 970	175	60.4

¹ Data of 2009 are estimations.² Or latest data available.

Source: Internet World Stats (2010).

Figure 2.8 The leading ten Internet countries 2009 (million users)

Source: Internet World Stats (2010).

Table 2.18 Households with access to computers and the Internet 2002 and 2007(per cent)

	Proportion of households with computer			Proportion of households with Internet access at home		
	2002 (%)	2007 (%)	2002-2007 CAGR (%)	2002 (%)	2007 (%)	2002-2007 CAGR (%)
Afghanistan	..	..	..	..	..	..
Australia	61.0	73.0	3.7	46.0	64.0	6.8
Bangladesh	0.8*	1.9*	18.5	0.1*	1.3*	71.7
Bhutan	5.0	13.7*	22.4	-	6.0	..
Brunei Darussalam	45.9	66.6*	7.7	38.9*	61.7*	9.7
Cambodia	0.5*	4.1*	54.9	0.1*	2.4	114.4
China	10.2	39.1*	30.8	5.0	16.4*	26.9
Fiji	8.9*	18.2*	15.3	1.3*	11.5*	53.9
Hong Kong (China)	62.1	74.2	3.6	52.5	70.1	5.9
India	0.3*	3.7*	70.3	0.2	3.0*	67.6
Indonesia	2.5	8.0*	26.3	1.0	6.9*	47.3
Iran	5.5*	13.0*	18.8	2.8*	8.6*	25.7
Japan	71.7	85.0	3.5	48.8	62.1	4.9
Kiribati	..	..	..	..	..	..
Korea, North	..	..	..	..	..	..
Korea, South	78.6	80.0	0.4	70.2	94.0	6.0
Lao P.D.R.	-	6.7*	..	-	1.8*	..
Macao (China)	66.0*	85.5*	5.3	56.0*	77.8*	6.8
Malaysia	24.0	35.9*	8.4	10.5	20.0*	13.7
Maldives	19.6*	28.9*	8.1	3.0	9.0	24.7
Marshall Islands	..	..	..	..	..	..
Micronesia	..	..	..	..	..	..
Mongolia	3.0	12.5*	33.0	1.9*	7.7*	33.0
Myanmar	0.4	1.8*	35.7	-	1.8*	..
Nauru	..	..	..	..	..	..
Nepal	0.4	2.8	47.6	-	1.0*	..
New Zealand	52.0	75.7*	7.8	43.0	65.9	8.9
Pakistan	0.8	8.1*	60.9	-	1.1*	..
Papua New Guinea	1.5*	3.0	14.9	1.0*	2.0*	14.9
Philippines	5.3*	18.3*	28.1	4.9	12.3*	20.2
Samoa	..	..	..	..	..	..
Singapore	68.4	79.0	2.9	59.4	74.0	4.5
Solomon	..	..	..	..	..	..
Sri Lanka	1.3*	7.8*	43.2	-	4.1*	..
Thailand	8.4*	27.2*	26.6	4.0	7.3*	12.9
Tonga	..	..	..	..	..	..
Tuvalu	..	..	..	..	..	..
Vanuatu	..	..	..	..	..	..
Vietnam	2.6	10.1*	31.1	0.6*	5.0*	53.8
Asia & the Pacific total	12.0	27.5	18.1	7.6	15.5	15.4

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009f, 2010b).

Table 2.19 Fixed broadband Internet subscribers 2002 and 2007 (thousand and per 100 inhabitants)

	2002	2007	2002-2007	Per 100 inhabitants		2002-2007
	(000)	(000)	CAGR (%)	2002	2007	CAGR (%)
Afghanistan	-	1	..	-	-	-
Australia	258	4 830	79.7	1.3	23.3	77.5
Bangladesh	-	44	..	-	-	-
Bhutan	-	-	-	-	-	-
Brunei Darussalam	3	11	32.3	0.8	2.9	29.4
Cambodia	0	9	179.0	0.0	0.1	174.3
China	3 299	66 414	82.3	0.3	5.0	81.3
Fiji	-	12	..	-	1.4	..
Hong kong (China)	1 039	1 899	12.8	15.3	26.4	11.5
India	82	3 130	107.0	-	0.3	..
Indonesia	38	257	46.3	-	0.1	..
Iran	1	48	132.5	-	0.1	..
Japan	9 397	28 287	24.7	7.4	22.1	24.6
Kiribati	-	-	-	-	-	-
Korea, North	-	-	-	-	-	-
Korea, South	10 406	14 710	7.2	22.0	30.5	6.7
Lao P.D.R.	-	4	..	-	0.1	...
Macao (China)	17	111	45.5	3.8	23.0	43.6
Malaysia	19	1 011	120.7	0.1	3.8	116.2
Maldives	0	11	125.3	0.1	3.6	125.3
Marshall Islands	-	-	-	-	-	-
Micronesia	-	..	..	-	..	..
Mongolia	0	7	141.5	-	0.3	..
Myanmar	-	2	..	-	-	-
Nauru	..	..	..	..	..	..
Nepal	-	10	..	-	-	-
New Zealand	44	853	81.3	1.1	20.4	78.9
Pakistan	-	45	..	-	-	-
Papua New Guinea	-	-	-	-	-	-
Philippines	21	496	88.2	0.03	0.6	84.1
Samoa	-	..	..	-	..	..
Singapore	270	895	27.1	6.5	20.2	25.5
Solomon	-	1	..	-	0.2	..
Sri Lanka	1	63	154.5	-	0.3	..
Thailand	15	913	127.4	-	1.4	..
Tonga	-	1	..	-	0.8	..
Tuvalu	-	0	..	-	3.3	..
Vanuatu	-	..	..	-	...	..
Vietnam	1	1 294	313.1	-	1.5	..
Asia & the Pacific total	24 910	125 366	38.2	0.7	3.50	37.8

Sources: ITU (2009f, 2010b).

Table 2.20 Internet bandwidth 2002 and 2007 (per cent, thousand, and per 100 inhabitants)

	2002	2007	2002-2007	Bits/s per Internet user		2002-2007
	(Mbps)	(Mbps)	CAGR (%)	2002	2007	CAGR (%)
Afghanistan	...	21	...	...	42	...
Australia	10 498	115 000	61.4	928	8 035	54.0
Bangladesh	43	642	71.7	211	1 284	43.5
Bhutan	2	45	86.4	200	1 125	41.3
Brunei Darussalam	104	555	39.8	1948	2 954	8.7
Cambodia	12	250	83.5	400	3 571	54.9
China	9 380	368 927	108.4	159	1 736	61.3
Fiji	8	126	73.6	160	1 379	53.8
Hong Kong (China)	12 668	110 068	54.1	4 340	27 785	45.0
India	1 870	35 747	80.4	113	441	31.4
Indonesia	573	12 000	83.7	127	923	48.6
Iran	550	10 870	81.6	174	473	22.2
Japan	30 286	477 112	73.6	511	5 415	60.3
Kiribati	1	...	...	256	...	...
Korea, North	-	-	-	-	-	-
Korea, South	17 207	49 776	23.7	613	1 353	17.2
Lao P.D.R.	2	188	162.8	100	1 880	79.8
Macao (China)	216	4 455	83.2	1 878	18 719	58.4
Malaysia	1 321	26 500	82.2	168	1 791	60.5
Maldives	7	1 240	181.6	467	37 576	140.5
Marshall Islands	2	...	...	1 235	...	...
Micronesia	2	16	51.2	333	1 053	25.9
Mongolia	17	300	77.6	340	938	22.5
Myanmar	5	94	81.4	23 723	2 350	-37.0
Nauru	...	...	...	...	...	...
Nepal	20	139	47.7	247	350	7.2
New Zealand	2 303	19 213	52.8	984	6 567	46.2
Pakistan	410	7 070	76.7	103	404	31.6
Papua New Guinea	6	...	...	80	...	...
Philippines	891	10 000	62.2	254	1 887	49.3
Samoa	3	...	...	750	...	...
Singapore	5 898	104 544	77.7	2 857	34 655	64.7
Solomon	1	...	...	233	...	...
Sri Lanka	93	2 371	91.3	463	3 072	46.0
Thailand	1 011	22 073	85.3	211	1 645	50.9
Tonga	2	12	43.1	690	1 429	15.7
Tuvalu	0	3	87.9	102	750	48.9
Vanuatu	2	...	...	286	...	...
Vietnam	143	12 580	144.8	95	704	49.2

Sources: ITU (2009f, 2010b).

Table 2.21 Fixed telephone lines 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003-2008	per 100 inhabitants		2003-2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Afghanistan	37	101	22.5	0.16	0.37	18.2
Australia	10 460	9 370	-2.2	52.55	44.46	-3.3
Bangladesh	742	1 345	12.6	0.5	0.84	10.9
Bhutan	24	28	3.0	3.84	4.0	0.8
Brunei Darussalam	82	77	-1.3	23.04	19.53	-3.3
Cambodia	31	43	6.6	0.23	0.3	4.8
China	262 747	340 810	5.3	20.29	25.48	4.7
Fiji	102	129	4.8	12.48	15.30	4.2
Hong Kong (China)	3 806	4 100	1.5	55.86	58.72	1.0
India	42 000	37 900	-2.0	3.83	3.21	-3.5
Indonesia	8 058	30 378	30.4	3.77	13.36	28.8
Iran	15 341	24 800	10.1	22.16	33.83	8.8
Japan	60 219	48 427	-4.3	47.32	38.04	-4.3
Kiribati	4	4	-1.9	4.96	4.14	-3.5
Korea, North	980	1 180	3.8	4.21	4.95	3.3
Korea, South	25 128	21 325	-3.2	53.28	44.29	-3.6
Lao P.D.R.	70	128	12.9	1.23	2.06	10.9
Macao (China)	175	176	0.1	37.46	33.43	-2.2
Malaysia	4 572	4 292	-1.3	18.50	15.89	3.0
Maldives	30	47	9.3	10.57	15.38	7.8
Marshall Islands	5	4	-0.3	8.19	7.25	-2.4
Micronesia	11	9	-4.8	10.29	7.88	-5.2
Mongolia	138	201	7.7	5.56	7.59	6.4
Myanmar	363	811	17.5	0.76	1.64	16.5
Nauru	2	2	-	17.87	17.69	-0.2
Nepal	372	805	16.7	1.42	2.79	14.4
New Zealand	1 798	1 750	-0.5	44.80	41.37	-1.6
Pakistan	4 047	4 416	1.8	2.55	2.50	-0.4
Papua New Guinea	63	60	-0.9	1.08	0.91	-3.
Philippines	3 340	4 076	4.1	4.06	4.51	2.2
Samoa	13	29	16.7	7.44	16.10	16.
Singapore	1 890	1 857	-0.3	45.48	40.24	-2.4
Solomon	6	8	5.1	1.39	1.57	2.
Sri Lanka	939	3 446	29.7	4.89	17.18	28.6
Thailand	6 632	7 024	1.2	10.28	10.42	0.3
Tonga	6 632	7 024	1.2	10.28	10.42	0.3
Tuvalu	1	2	16.5	7.23	15.17	16.0
Vanuatu	7	10	9.7	3.19	4.45	6.9
Vietnam	4 402	29 591	46.4	5.37	33.98	44.6

Sources: ITU (2009f, 2010b).

Table 2.22 Mobile cellular subscriptions 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003–2008	Per 100 inhabitants	
	(000)	(000)	CAGR (%)	2002	2008
Afghanistan	200	7 899	108.6	0.1	29.03
Australia	14 348	22 121	9.0	64.9	104.96
Bangladesh	1 365	44 640*	100.9	0.8	27.90
Bhutan	2	251	156.6	-	36.55
Brunei Darussalam	177	376	16.2	44.0	95.85
Cambodia	498	4 237	53.4	2.9	29.10
China	269 953	641 230	18.9	15.9	47.95
Fiji	110	600*	40.4	10.9	71.09
Hong kong (China)	7 349	11 580	9.5	94.0	165.85
India	33 690	346 890	59.4	1.2	29.36
Indonesia	18 495	140 578*	50.0	5.5	61.83
Iran	3 450	43 000	65.6	67.2	58.65
Japan	86 655	110 395*	5.0	63.6	86.73
Kiribati	1	1	13.7	0.5	1.04
Korea, North	-	-	-	-	-
Korea, South	33 592	45 607	6.3	68.4	94.71
Lao P.D.R.	112	2 022	78.3	1.0	32.59
Macao (China)	364	933	20.7	61.2	177.24
Malaysia	11 124	27 713	20.0	37.8	102.59
Maldives	67	436	45.6	13.7	142.82
Marshall Islands	1	1	10.8	1.0	1.65
Micronesia	6	34	42.1	0.1	30.79
Mongolia	319	1 763	40.8	8.5	66.76
Myanmar	67	367	40.7	0.1	0.74
Nauru	2	...	...	-	...
Nepal	82	4 200	119.8	0.1	14.58
New Zealand	2 599	4 620*	12.2	62.8	109.22
Pakistan	2 404	88 020	105.5	1.1	49.74
Papua New Guinea	18	600	102.8	0.3	9.12
Philippines	22 510	68 117	24.8	19.5	75.39
Samoa	11	124	63.9	1.5	69.32
Singapore	3 577	6 376	12.3	79.6	138.15
Solomon	1	30	95.1	0.2	5.87
Sri Lanka	1 393	11 083	51.4	4.6	55.24
Thailand	21 828	62 000	23.2	16.3	92.01
Tonga	11	51	35.1	3.3	48.73
Tuvalu	-	2	-	-	20.23
Vanuatu	8	36*	35.8	2.5	15.39
Vietnam	2 742	70 000	91.2	2.4	80.37

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009f, 2010b).

Table 2.23 Mobile cellular subscriptions 2008 (per cent, thousand and per 100 inhabitants)

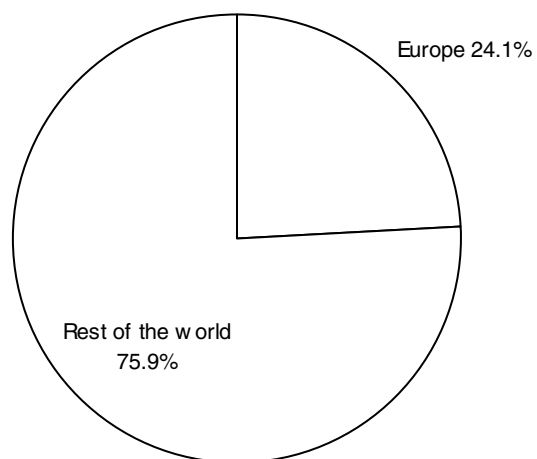
	Mobile cellular subscriptions			Mobile broadband subscriptions 2008 (000)	Mobile broadband subscribers 2008 per 100 inhab
	Prepaid subscriptions 2008 (%)	Population coverage 2008 (%)	Share of total telephone subscribers 2008 (%)		
Afghanistan	100.0	72.0	98.3	-	-
Australia	47.7	98.8	68.5	6 809.0	32.83
Bangladesh	70.0*	90.0*	96.7	-	-
Bhutan	97.3*	21.4	83.3	-	-
Brunei Darussalam	84.5*	...	82.0	117.2	30.04
Cambodia	57.9*	87.0	98.6	-	-
China	19.6*	97.0	59.9	-	-
Fiji	76.8	65.0	81.3	1.7	0.20
Hong kong (China)	46.4	100.0	72.3	2 198.1	30.50
India	80.2*	60.9*	85.6	-	-
Indonesia	95.4*	90.0*	82.1	3 300.0	1.42
Iran	77.6	95.0	55.5	-	-
Japan	2.0	99.8	67.7	72 690.0	56.80
Kiribati	...	...	15.8	-	-
Korea, North	...	-	-	-	-
Korea, South	...	89.8	66.0	23 426.9	48.58
Lao P.D.R.	96.5*	55.0*	94.0	-	-
Macao (China)	55.2	100.0	81.7	46.0	9.55
Malaysia	83.3	92.5	84.3	105.4	0.40
Maldives	90.6	90.7*	90.5	0.2	0.07
Marshall Islands	-	...	14.6	-	-
Micronesia	100.0	...	75.9	-	-
Mongolia	93.0*	41.0*	85.0	27.0	1.01
Myanmar	-	10.0*	27.7	-	-
Nauru	...	...	...	-	-
Nepal	48.1	10.0*	82.3	-	-
New Zealand	67.6	98.0	70.9	1 170.6	28.01
Pakistan	96.8*	90.0	92.9	-	-
Papua New Guinea	...	...	83.3	-	-
Philippines	99.0	99.0	92.9	622.8	0.71
Samoa	70.5*	...	55.2	-	-
Singapore	48.2	100.0	76.1	1 921.2	43.31
Solomon	66.7*	...	47.9	-	-
Sri Lanka	90.0	90.0	74.4	161.7	0.84
Thailand	90.0	37.8	91.8	-	-
Tonga	100.0	90.0	68.9	-	-
Tuvalu	6.2*	18.0	58.1	-	-
Vanuatu	89.8*	50.0*	74.7	-	-
Vietnam	82.5*	70.0*	45.4	-	-
Asia & the Pacific total	48.9	80.6	70.0	112 597.7	2.98

* Figures are estimates or refer to years other than those specified.

Sources: ITU (2009f, 2010b).

Europe

Figure 2.9 Internet users 2009 (per cent)



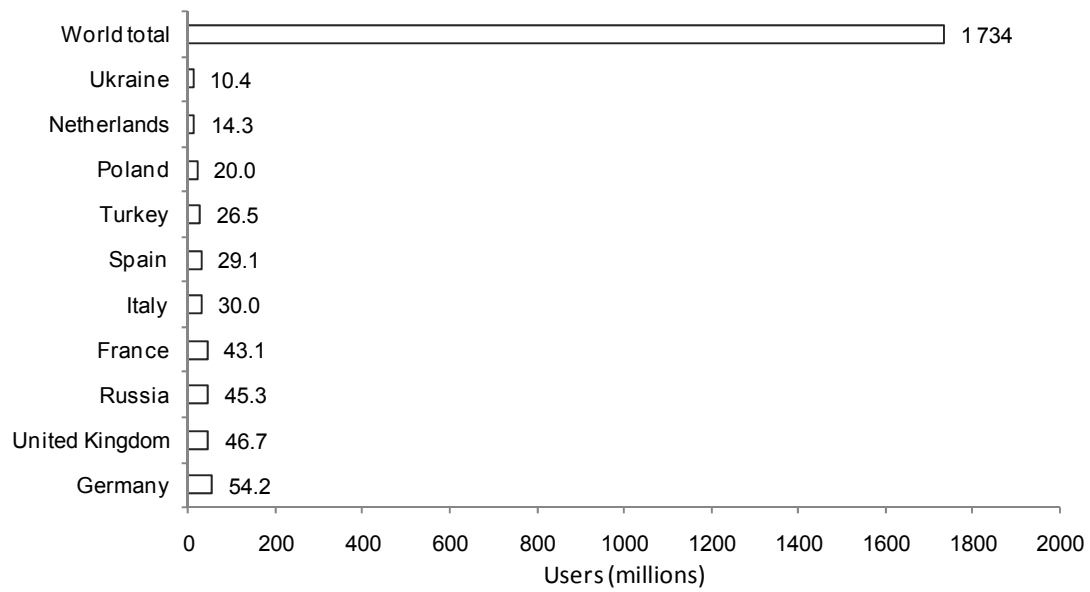
Source: Internet World Stats (2010).

Table 2.24 Internet users 2009 (thousand and per cent)

	Population ¹ (000)	Internet users 2009 ² (000)	Growth 2000/2009 (%)	Penetration 2009 (%)
Albania	3 639	750	29 900.0	20.6
Andorra	84	59	1 082.0	70.5
Austria	8 210	5 937	182.7	72.3
Belarus	9 649	3 107	1 626.1	32.2
Belgium	10 414	7 292	264.6	70.0
Bosnia-Herzegovina	4 613	1 441	20 485.7	31.2
Bulgaria	7 205	2 647	515.6	36.7
Croatia	4 489	2 244	1 022.2	50.0
Cyprus	1 085	335	179.2	30.9
Czech Republic	10 212	6 028	502.8	59.0
Denmark	5 501	4 630	137.4	84.2
Estonia	1 299	888	142.3	68.3
Faroe Islands	49	38	1 150.0	76.8
Finland	5 250	4 383	127.4	83.5
France	62 151	43 100	407.1	69.3
Germany	82 330	54 229	126.0	65.9
Gibraltar	29	10	515.8	34.2
Greece	10 737	4 932	393.2	45.9
Guernsey & Alderney	65	46	130.5	70.4
Hungary	9 906	5 873	721.4	59.3
Iceland	307	286	70.1	93.2
Ireland	4 203	2 830	261.0	67.3
Italy	58 126	30 026	127.5	51.7
Jersey	92	29	256.3	31.1
Kosovo	1 801	377	0.0	20.9
Latvia	2 232	1 370	813.1	61.4
Liechtenstein	35	23	155.6	66.2
Lithuania	3 555	2 103	834.9	59.2
Luxembourg	492	387	287.0	78.7
Macedonia	2 067	907	2 923.3	43.9
Malta	405	200	400.5	49.4
Moldova	4 321	850	3 300.0	19.7
Monaco	33	22	214.3	66.7
Montenegro	672	294	0.0	43.7
Netherlands	16 716	14 305	266.8	85.6
Norway	4 661	4 236	92.5	90.9
Poland	38 483	20 020	615.0	52.0
Portugal	10 708	4 476	79.0	41.8
Romania	22 215	7 430	828.8	33.4
Russia	140 041	45 250	1 359.7	32.3
San Marino	30	17	580.0	56.4
Serbia	7 379	3 300	725.0	44.7
Slovakia	5 463	3 567	448.7	65.3
Slovenia	2 006	1 300	333.3	64.8
Spain	40 525	29 094	440.0	71.8
Svalbard & Jan Mayen	2	..	..	..
Sweden	9 060	8 086	99.7	89.2
Switzerland	7 604	5 739	168.9	75.5
Turkey	76 806	26 500	1,225.0	34.5
Ukraine	45 700	10 354	5,077.0	22.7
United Kingdom	61 113	46 684	203.1	76.4
Vatican City State	545	93	0.0	17.1
Europe total	803 851	418 030	297.8	52.0

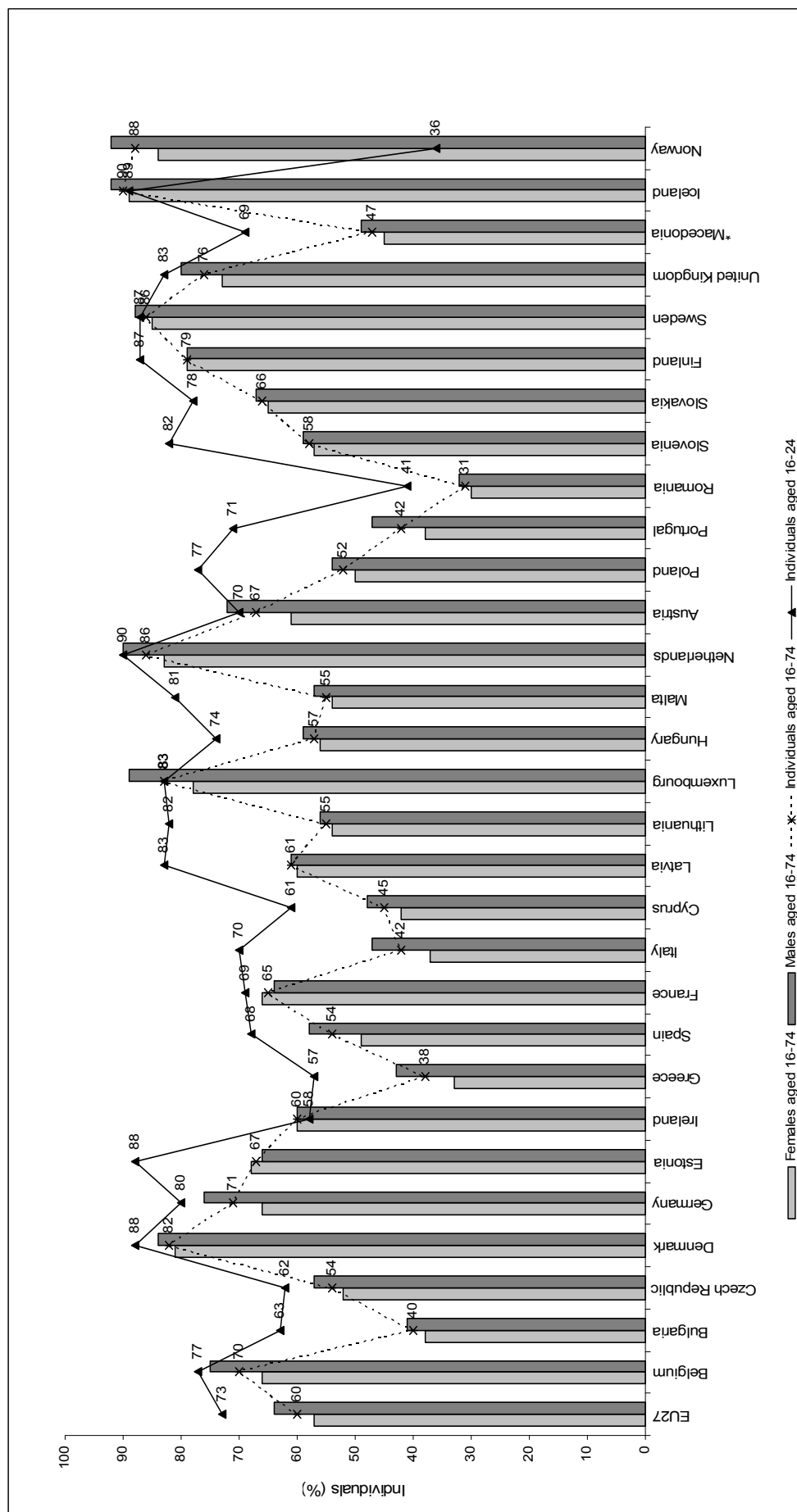
¹ 2009, estimation. ² Or latest data available.

Sources: ITU (2009g, 2010b).

Figure 2.10 The leading ten Internet countries 2009 (million users)

Source: Internet World Stats (2010).

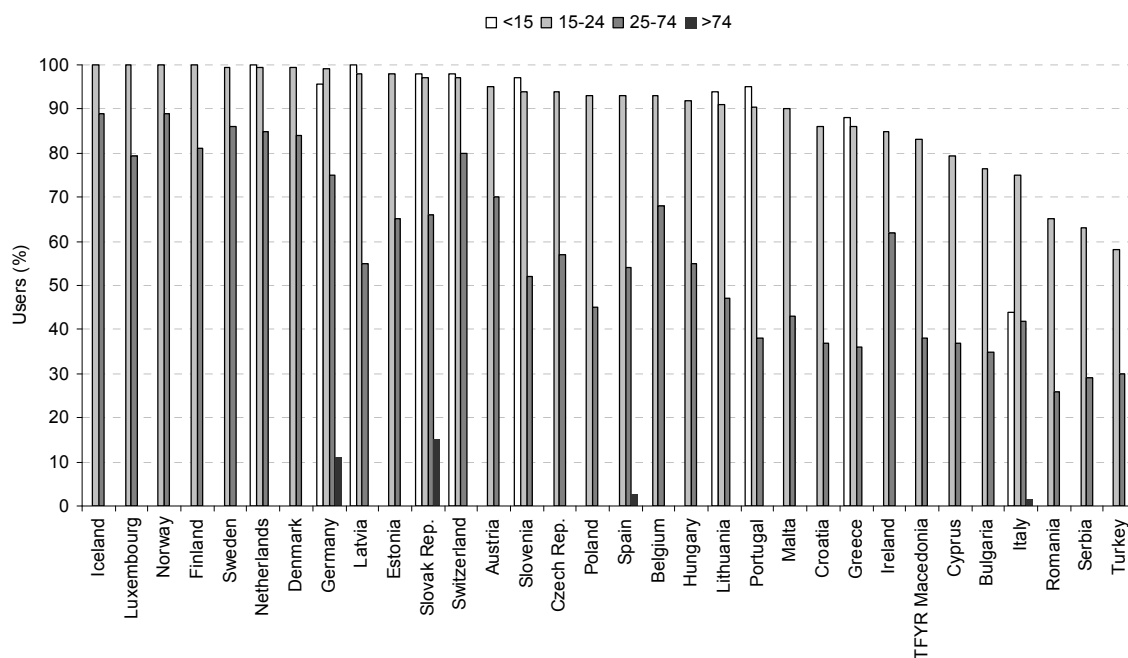
Figure 2.11 Individuals regularly using the Internet 2009 (all individuals aged 16 to 74, youths and by gender, per cent)



Note: The survey covered households containing at least one person aged 16-74, and individuals aged 16-74. The main reference period was the first quarter of 2009. Households were asked about internet access by any member of the household at home. Individuals were asked about frequency of internet use and about activities they had carried out on the internet in the last three months prior to the survey, or in the last twelve months for e-commerce activities, at home or at any other location.

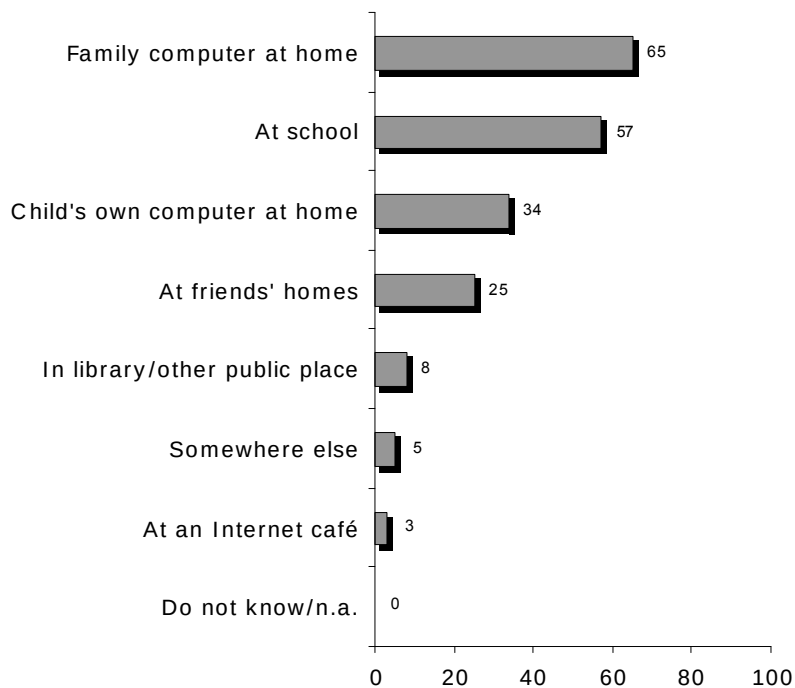
* Former Yugoslav Republic of Macedonia.

Source: Eurostat (2010).

Figure 2.12 Internet use by age 2008 (per cent)

Note: Or latest year available.

Source: ITU (2010b).

Figure 2.13 Children's Internet use by place of use, 2008 (per cent)

Source: Nordicom (2009).

Table 2.25 Internet use by children by age 2008 (per cent)

	Population ¹ (millions)	Share of total population (%)		Child Internet use by age (%)			
		0-14 years	15-24 years	All	6-10 years	11-14 years	15-17 years
Austria	8.2	15.3	12.3	77	49	90	93
Belgium	10.4	16.9	12.1	71	58	75	80
Bulgaria	7.3	13.4	13.1	81	64	89	93
Cyprus	0.8	17.4	15.4	50	28	57	64
Czech Republic	10.2	14.2	13	84	58	94	97
Denmark	5.5	18.4	11.7	93	83	98	99
Estonia	1.3	13.7	15.2	93	85	97	96
Finland	5.2	16.9	12.4	94	87	98	100
France	62.2	18.5 ²	12.7*	76	53	86	91
Germany	82.4	13.7	11.6	75	56	88	94
Greece	10.7	14.3	11.2	50	25	59	79
Hungary	10.0	15.0	12.7	88	68	95	95
Ireland	4.2	20.6	14.1	81	61	94	96
Italy	58.1	14.0	19.2	45	34	48	54
Latvia	2.2	13.8	15.6	83	59	92	99
Lithuania	3.6	15.4	15.9	86	69	94	96
Luxembourg	0.5	18.2	11.8	75	47	89	93
Malta	0.4	16.2	14.1	88	71	93	97
Netherlands	16.6	17.9	12.1	93	83	96	100
Poland	38.5	15.5	15.5	89	72	97	98
Portugal	10.7	15.3	11.6	68	54	81	75
Romania	22.2	15.2	14.6	70	57	72	82
Slovakia	5.5	15.8	15.3	78	55	87	86
Slovenia	2.0	13.9	12.4	88	73	95	96
Spain	40.5	14.6	11.2	70	52	86	79
Sweden	9.0	16.8	13.0	91	77	97	100
United Kingdom	60.9	17.6	13.4	91	87	94	95
EU27	489.1	15.7	12.4	75	60	84	86

¹ Estimation.² Including overseas departments (DOM).

Source: Nordicom (2009).

Table 2.26 Internet use by children by age and gender 2008 (per cent)

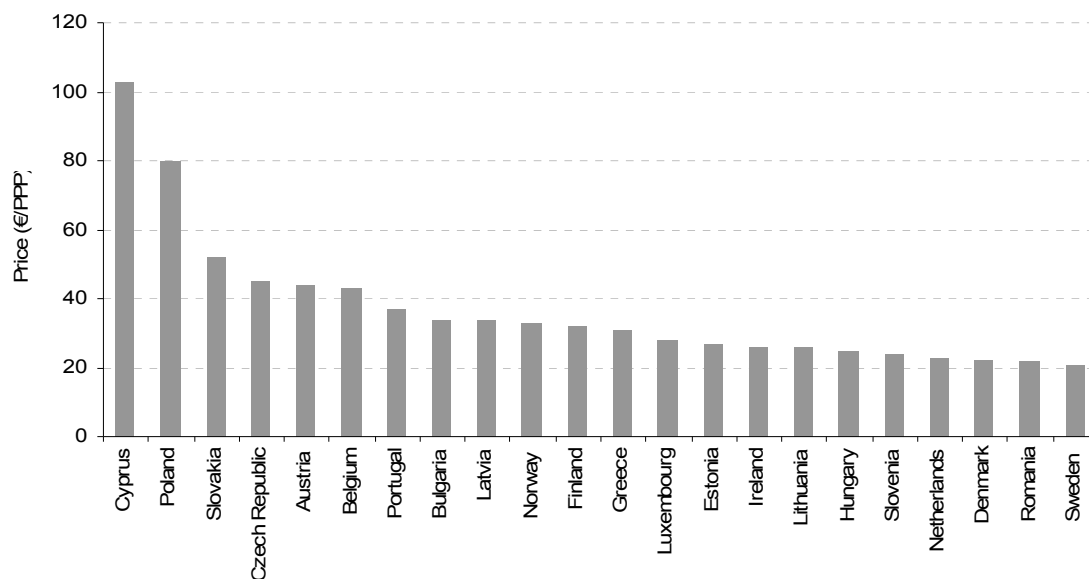
Age	Boys	Girls	Total
6 years	39	45	42
7 years	56	47	52
8 years	57	55	56
9 years	71	72	72
10 years	76	77	77
11 years	79	82	80
12 years	83	87	85
13 years	84	85	85
14 years	84	84	84
15 years	81	88	84
16 years	84	91	87
17 years	86	89	87

Source: Nordicom (2009).

Table 2.27 Households with access to Internet and broadband, 2007-2009 (per cent)

	Household with access to Internet (%)			Household with access to broadband (%)		
	2007	2008	2009	2007	2008	2009
Iceland	84	88	90	76	83	87
Sweden	79	84	86	67	71	80
Norway	78	84	86	67	73	78
Netherlands	83	86	90	74	74	77
Denmark	78	82	83	70	74	76
Finland	69	72	78	63	66	74
Luxembourg	75	80	87	58	61	71
United Kingdom	67	71	77	57	62	69
Germany	71	75	79	50	55	65
Belgium	60	64	67	56	60	63
Malta	54	59	64	44	55	63
Estonia	53	58	63	48	54	62
Austria	60	69	70	46	54	58
France	49	62	63	43	57	57
Slovenia	58	59	64	44	50	56
EU27	54	60	65	42	49	56
Ireland	57	63	67	31	43	54
Spain	45	51	54	39	45	51
Hungary	38	48	55	33	42	51
Poland	41	48	59	30	38	51
Latvia	51	53	58	32	40	50
Lithuania	44	51	60	34	43	50
Czech Republic	35	46	54	28	36	49
Cyprus	39	43	53	20	33	47
Portugal	40	46	48	30	39	46
Slovakia	46	58	62	27	35	42
Italy	43	47	53	25	31	39
TFYR Macedonia	..	29	42	..	23	34
Greece	25	31	38	7	22	33
Bulgaria	19	25	30	15	21	26
Romania	22	30	38	8	13	24

Source: Nordicom (2010).

Figure 2.14 Average monthly price of a 2-4 Mb/s broadband-standalone access 2009 (EUR/PPP)

Note: April 2009. Data from Germany, United Kingdom, Italy, Malta, France and Israel are not available.

Source: ITU (2009b).

Table 2.28 Internet bandwidth, 2003 and 2008 (Mbps, Bits/s, and per cent)

	2003	2008	2003–2008	Bits/s per Internet user		2003–2008
	(Mbps)	(Mbps)	CAGR (%)	2003	2008	CAGR (%)
Albania	12	688	175.2	400	1 461	38.2
Andorra	188	1 380	49.0	18 708	23 340	4.5
Austria	45 000	168 700	39.1	13 484	30 369	22.5
Belgium	84 099	265 058	33.2	16 320	37 702	23.3
Bosnia & Herzegovina	34	2 200	130.2	227	1 683	49.3
Bulgaria	189	140 293	275.1	200	53 000	205.2
Croatia	395	14 992	148.2	390	8 900	118.6
Cyprus	245	1 370	53.8	997	4 209	43.4
Czech Rep	22 206	73 118	34.7	7 794	14 641	17.1
Denmark	118 559	188 455	12.3	31 020	42 534	8.2
Estonia	1 600	170 000	154.3	2 610	191 418	136.1
Finland	18 056	91 075	49.9	5 254	21 798	42.7
France	200 000	1 818 279	73.6	9 189	46 351	49.9
Germany	384 848	2 110 482	53.0	8 709	35 394	42.0
Greece	4 480	50 781	83.5	2 501	13 681	52.9
Hungary	10 000	60 000	43.1	4 565	10 216	17.5
Iceland	510	2 200	44.1	2 180	7 943	38.2
Ireland	20 139	66 491	34.8	16 384	26 775	13.1
Israel	2 497	14 379	54.9	1 975	4 310	21.5
Italy	119 794	611 655	50.3	7 249	26 940	38.8
Latvia	510	8 050	99.3	814	6 395	67.4
Liechtenstein	...	150	...	...	6 522	...
Lithuania	463	32 745	134.4	548	18 585	102.3
Luxembourg	1 469	3 500 000	373.6	6 139	9 043 063	330.2
Malta	310	3 110	58.6	2 466	15 644	44.7
Monaco	100	...	...	6 250	...	...
Montenegro	...	750	...	...	2 819	...
Netherlands	253 831	1 280 328	49.9	24 405	92 184	39.4
Norway	33 930	126 695	39.0	9 945	31 451	33.4
Poland	5 454	104 737	109.3	573	6 225	81.6
Portugal	8 543	50 819	56.2	3 196	12 053	39.4
Romania	2 478	196 000	139.7	1 276	31 962	90.4
San Marino	155	8 000	120.1	10 704	470 588	113.1
Serbia	...	33 122	...	...	10 037	...
Slovak Rep	9 931	33 000	27.1	4 287	9 253	16.6
Slovenia	2 510	13 561	52.5	3 951	12 658	33.8
Spain	81 413	494 030	57.0	5 308	21 559	42.0
Sweden	126 270	455 829	37.8	18 325	62 175	35.7
Switzerland	69 000	222 100	33.9	14 691	40 877	29.2
TFYR Macedonia	34	...	...	88	...	...
Turkey	2 200	206 504	148.0	257	8 128	99.5
United Kingdom	534 814	2 418 726	45.8	14 737	55 259	39.2

Sources: ITU (2009g, 2010b).

Table 2.29 Fixed telephone lines, 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003–2008	per 100 inhabitants		2003–2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Albania	255	316	4.4	8.3	10.1	4.0
Andorra	35	37	1.2	47.4	44.3	-1.4
Austria	3 877	3 285	-3.3	47.7	39.4	-3.7
Belgium	4 875	4 457	-1.8	47.3	42.1	-2.3
Bosnia & Herzegovina	938	1 031	1.9	24.8	27.3	2.0
Bulgaria	2 818	2 190	-4.9	35.9	28.8	-4.3
Croatia	1 871	1 878	0.1	42.0	42.5	0.2
Cyprus	424	389	-1.7	51.9	45.1	-2.8
Czech Rep.	3 626	2 264	-9	35.6	21.9	-9.2
Denmark	3 614	2 491	-7.2	67.1	45.6	-7.4
Estonia	461	498	1.6	34.1	37.1	1.7
Finland	2 568	1 650	-8.5	49.3	31.1	-8.8
France	33 913	35 000	0.6	56.3	56.4	-
Germany	54 233	51 400	-1.1	65.9	62.5	-1.1
Greece	6 300	5 975	-1.1	57.2	53.7	-1.3
Hungary	3 603	3 094	-3	35.6	30.9	-2.8
Iceland	193	194	0.1	66.8	61.3	-1.7
Ireland	1 955	2 204	2.4	48.6	49.7	0.4
Israel	2 913	3 224	2	45.1	45.7	0.3
Italy	26 596	21 246	-4.4	45.9	35.7	-4.9
Latvia	654	644	-0.3	28.2	28.5	0.2
Liechtenstein	20	20	-0.3	58.5	55.0	-1.2
Lithuania	824	785	-1	23.9	23.6	-0.2
Luxembourg	245	261	1.2	54.1	54.2	0.1
Malta	208	241	3	52.4	59.2	2.5
Monaco	34	35	0.9	103.6	107.0*	0.6
Montenegro	...	362	...	...	58.2	...
Netherlands	7 846	7 317	-1.4	48.5	44.3	-1.8
Norway	2 236	1 899	-3.2	49.0	39.8	-4
Poland	12 292	9 675*	-4.7	32.1	25.4	-4.6
Portugal	4 281	4 111	-0.8	41.1	38.5	-1.3
Romania	4 332	5 036	3.1	19.8	23.6	3.5
San Marino	21	21	0.6	71.4	68.3	-0.9
Serbia	...	3 085	...	...	31.4	...
Slovak Rep	1 295	1 098	-3.2	24.1	20.3	-3.3
Slovenia	812	1 010	4.4	40.7	50.1	4.2
Spain	17 759	20 200	2.6	42.4	45.4	1.4
Sweden	5 535	5 323	-0.8	61.7	57.8	-1.3
Switzerland	5 324	4 835	-1.9	72.5	64.1	-2.4
TFYR Macedonia	525	457	-2.7	25.9	22.4	-2.9
Turkey	18 917	17 502	-1.5	27.3	23.7	-2.8
United Kingdom	34 550	33 209	-0.8	57.9	54.2	-1.3
Europe total	272 778	259 949	-1.2	46.42	42.45	-1.7

* Figures are estimates.

Source: ITU (2009g, 2010b).

Table 2.30 Mobile cellular subscriptions 2003 and 2008 (thousand and per 100 inhabitants)

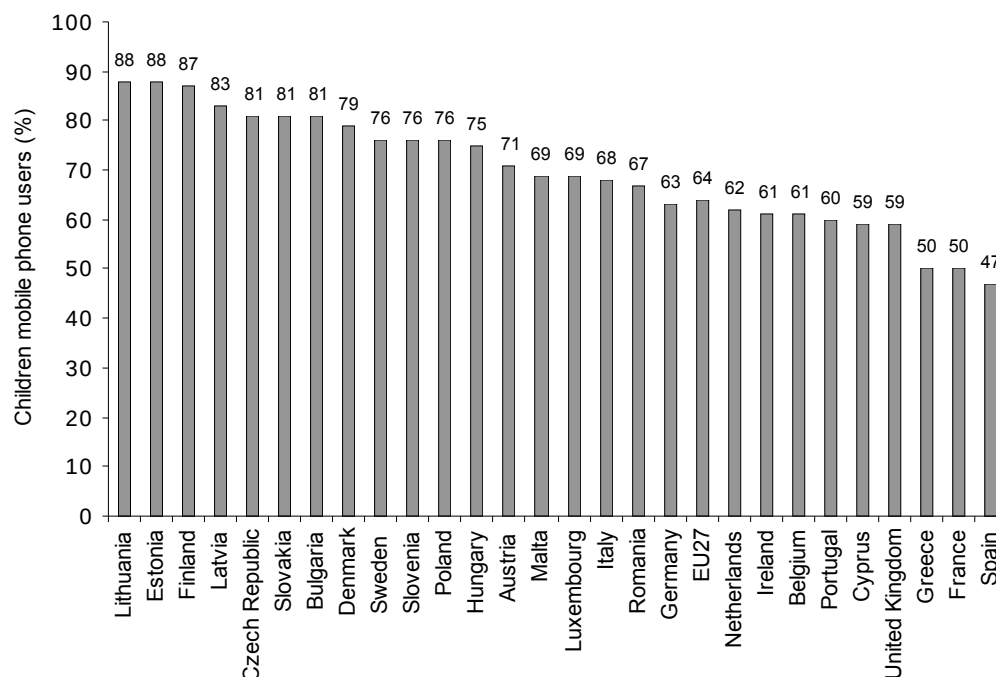
	2003	2008	2003–2008	Per 100 inhabitants		2003–2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Albania	1 100	3 141	23.4	35.64	99.93	22.9
Andorra	52	64	4.3	69.95	76.06	1.7
Austria	7 274	10 816	8.3	89.42	129.73	7.7
Belgium	8 606	11 822	6.6	83.45	111.63	6
Bosnia & Herzegovina	1 075	3 179	24.2	28.41	84.26	24.3
Bulgaria	3 501	10 500	24.6	44.65	138.3	25.4
Croatia	2 537	5 880	18.3	56.93	132.95	18.5
Cyprus	552	1 017	13	67.53	117.89	11.8
Czech Rep	9 709	13 780	7.3	95.37	133.54	7.0
Denmark	4 767	6 854	7.5	88.49	125.57	7.3
Estonia	1 050	2 524	19.2	77.64	188.2	19.4
Finland	4 747	6 830	7.5	91.07	128.76	7.2
France	41 702	57 972	6.8	69.24	93.45	6.2
Germany	64 800	105 523	10.2	78.72	128.27	10.3
Greece	8 936	13 799	9.1	81.08	123.9	8.9
Hungary	7 945	12 224	9	78.42	122.09	9.3
Iceland	280	343	4.1	97.07	108.64	2.3
Ireland	3 500	5 357	8.9	87.05	120.74	6.8
Israel	6 618	8 982	6.3	102.55	127.38	4.4
Italy	56 770	90 341	9.7	98	151.57	9.1
Latvia	1 220	2 234	12.9	52.55	98.90	13.5
Liechtenstein	25	34	6.3	73.51	95.43	5.4
Lithuania	2 102	5 023	19	60.87	151.24	20
Luxembourg	539	707	5.6	118.92	147.11	4.3
Malta	290	386	5.9	72.97	94.64	5.3
Monaco	15	22	7.8	46.65	67.25	7.6
Montenegro	...	735	-	...	118.10	...
Netherlands	13 200	20 627	9.3	81.66	124.8	8.9
Norway	4 061	5 251	5.3	88.91	110.16	4.4
Poland	17 401	43 926	20.3	45.45	115.28	20.5
Portugal	10 003	14 910	8.3	95.99	139.64	7.8
Romania	7 040	24 467	28.3	32.25	114.54	28.9
San Marino	17	24	7.3	58.36	76.96	5.7
Serbia	...	9 619	-	...	97.76	...
Slovak Rep	3 679	5 520	8.5	68.35	102.23	8.4
Slovenia	1 739	2 055	3.4	87.21	101.97	3.2
Spain	37 220	49 678	5.9	88.89	111.67	4.7
Sweden	8 801	10 988	4.5	98.12	119.38	4
Switzerland	6 189	8 897	7.5	84.34	117.97	6.9
TFYR Macedonia	776	2 502	26.4	38.26	122.56	26.2
Turkey	27 888	65 824	18.7	40.22	89.05	17.2
United Kingdom	54 256	77 361	7.4	90.93	126.34	6.8

Source: ITU (2009g, 2010b).

Table 2.31 Mobile cellular and broadband subscriptions 2008 (per cent, thousand, and per 100 inhabitants)

	Mobile cellular subscriptions			Mobile broadband subscriptions 2008 (000)	Mobile broadband subscriptions 2008 per 100 inhab
	Prepaid subscriptions 2008 (%)	Population coverage 2008 (%)	Share of total telephone subscribers 2008 (%)		
Albania	93.6	99.3	90.8	-	-
Andorra	40.3	99.0	63.2	11.2	13.2
Austria	32.8	99.0	76.7	3'561.0	42.7
Belgium	56.3	99.9	72.6	368.6	3.5
Bosnia & Herzegovina	89.7	99.3	75.5	-	-
Bulgaria	47.7	100.0	82.7	183.5	2.4
Croatia	74.8	100.0	75.8	158.5	3.6
Cyprus	59.5	100.0	72.3	221.2	25.6
Czech Rep	52.9	99.7	85.9	276.7	2.7
Denmark	15.7	113.9	73.3	1 033.7	18.9
Estonia	58.4	100.0	83.5	200.0	14.9
Finland	10.4	99.5	80.5	1 291.3	24.3
France	32.3	99.0	62.4	14 626.2	23.6
Germany	57.7	99.0	67.2	17 900.0	21.8
Greece	63.0	99.9	69.8	919.1	8.3
Hungary	61.2	99.0	79.8	343.6	3.4
Iceland	41.2	99.0	63.9	-	-
Ireland	69.9	99.0	70.9	308.9	7.0
Israel	25.3	100.0	73.6	2 428.1	34.4
Italy	87.5	99.8	81.0	29 095.3	48.8
Latvia	73.4	98.8	77.6	143.5	6.4
Liechtenstein	19.5	95.0	63.4	8.9	24.9
Lithuania	64.7	100.0	86.5	137.7	4.1
Luxembourg	39.5	99.9	73.1	397.0	82.6
Malta	86.4	100.0	61.5	45.8	11.2
Monaco	3.9	100.0	38.6	2.9	8.8
Montenegro	79.6	99.0	67.0	51.9*	8.3
Netherlands	41.9	98.0	73.8	4 133.3	25.0
Norway	27.8	...	73.4	997.8	20.9
Poland	55.7	99.0	82.0	2 395.6	6.3
Portugal	74.1	99.0	78.4	4 319.8	40.5
Romania	60.6	98.0	82.9	860.0	4.0
San Marino	37.5	98.0	53.0	2.5	8.0
Serbia	70.3	93.2	75.7	750.0	7.6
Slovak Rep	41.8	99.8	83.4	567.5	10.5
Slovenia	35.5	99.6	67.1	446.9	22.2
Spain	40.9	99.0	71.1	17 314.4	38.9
Sweden	45.6	98.0	67.4	3 266.0	35.5
Switzerland	43.0	100.0	64.8	2 133.9	28.3
TFYR Macedonia	88.0	99.9	84.6	10.0	0.5
Turkey	79.6	100.0	79.0	17.7	-
United Kingdom	61.3	99.8	70.0	20 732.4	33.9
Europe total	58.9	99.4	73.5	131 662.3	21.5

Source: ITU (2009g, 2010b).

Figure 2.15 Children using own mobile phone by country, 2008 (per cent)

Source: Nordicom (2009).

Table 2.32 Children's use of mobile phones by age, 2008 (per cent)

Age	Total use (%)	Phones with access to Internet (%)
6 years	11	1
7 years	13	2
8 years	22	3
9 years	32	4
10 years	52	6
11 years	64	8
12 years	82	15
13 years	87	11
14 years	87	17
15 years	90	18
16 years	95	18
17 years	95	19

Source: Nordicom (2009).

Commonwealth of Independent States – CIS

Table 2.33 CIS Fixed broadband Internet subscribers, 2003 and 2008 (thousands and per 100 inhabitants)

	2003	2008	2003–2008	Per 100 inhabitants		2003–2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Armenia	–	2.0*	...	–	0.1*	...
Azerbaijan	0.4	60.0	166.1	–	0.7	163.4
Belarus	0.1	477.8	422.2	–	4.9	424.7
Georgia	1.4	96.1	132.7	–	2.2	135.5
Kazakhstan	1.0	660.8	266.6	–	4.3	264.1
Kyrgyzstan	0.1	2.9*	83.6	–	0.1	81.5
Moldova	0.6	115.1	186.4	–	3.2	190.4
Russia	343.0	9 280.0	93.4	0.2	6.6	94.3
Tajikistan	–	...	...	–	...	...
Turkmenistan	...	...	...	...	...	...
Ukraine	–	1 600.0	...	–	3.5	...
Uzbekistan	2.8	66.0	88.7	–	0.2	86.6
CIS total	349.5	12 360.8	104.0	0.1	4.6	104.5

Sources: ITU (2009g, 2010b).

Table 2.34 CIS Internet bandwidth 2003 and 2008 (Mbps, Bits/s, and per cent)

	2003	2008	2003–2008	Bits/s per Internet user		2003–2008
	(Mbps)	(Mbps)	CAGR (%)	2003	2008	CAGR (%)
Armenia	28	68*	142.9	200.0	453.3*	126.7
Azerbaijan	150	10 240	132.7	428.6	3 170.1	49.2
Belarus	200	7 244*	105.0	124.5	2 331.6 ²	79.7
Georgia	32	3 277	152.4	273.5	3 200.2	63.6
Kazakhstan	48	11 000	196.5	160.0	4 782.6	97.3
Kyrgyzstan	11	597*	122.3	55.0	702.4*	66.4
Moldova	79	3 543	113.9	275.0	4 168.2	72.2
Russia	6 604	81 370	87.4	550.3	2 324.9	43.4
Tajikistan	2	...	–	485.4	...	–54.1
Turkmenistan	12	76*	151.7	600.0	1 573.5*	61.9
Ukraine	517	9 562	79.2	206.8	923.5	34.9
Uzbekistan	32	825	91.5	65.0	334.1	38.7

* Figures are estimates.

Sources: ITU (2009g, 2010b).

Table 2.35 CIS Europe Fixed telephone lines 2003 and 2008 (thousand and per 100 inhabitants)

	2003 (000s)	2008 (000s)	2003-2008 CAGR (%)	per 100 inhabitants		2003-2008 CAGR (%)
				2003	2008	
Armenia	564	626	2.1	18.4	20.3	2.0
Azerbaijan	941	1 311	6.8	11.3	15.0	5.8
Belarus	3 071	3 718	3.9	31.0	38.4	4.4
Georgia	667	618	-1.5	14.6	14.4	-0.3
Kazakhstan	2 228	3 410	8.9	14.9	22.0	8.1
Kyrgyzstan	396	495	4.5	7.7	9.1	3.4
Moldova	791	1 115	7.1	20.4	30.7	8.6
Russia	36 100	44 897	4.5	25.0	31.8	4.9
Tajikistan	245	287	3.2	3.8	4.2	1.8
Turkmenistan	376	478	4.9	8.0	9.5	3.4
Ukraine	11 110	13 177	3.5	23.3	28.7	4.2
Uzbekistan	1 717	1 850	1.5	6.7	6.8	0.4
CIS total	58 207	71 980	4.3	20.9	26.0	4.5

Source: ITU (2009g, 2010b).

Table 2.36 CIS Mobile cellular and broadband subscriptions 2008 (per cent, thousand and per 100 inhabitants)

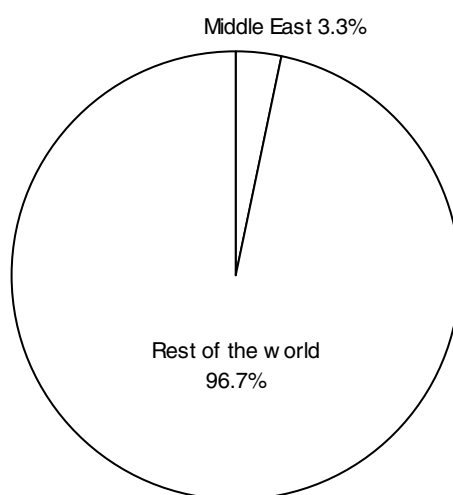
	Mobile cellular subscriptions				Mobile broadband subscriptions	
	Prepaid subscriptions	Population coverage	Share of total telephone subscribers		Mobile broadband subscriptions	Mobile broadband subscribers
	2008 (%)	2008 (%)	2008 (%)		2008 (000)	2008 per 100 inhab
Armenia	84.4*	87.8*	83.1	-	-	-
Azerbaijan	97.0	99.0	83.3	-	-	-
Belarus	...	98.6	68.6	-	-	-
Georgia	...	95.9*	81.7	-	409.3	9.5
Kazakhstan	76.5	81.0*	81.4	-	-	-
Kyrgyzstan	79.2*	24.3*	87.3	-	-	-
Moldova	79.1*	98.0*	68.5	-	188.5	5.2
Russia	69.7*	95.0*	81.6	-	847.8	0.6
Tajikistan	...	...	92.8*	-	50.5	0.7
Turkmenistan	...	13.7*	70.4	-	-	-
Ukraine	93.2*	100.0*	80.9	-	844.9	1.8
Uzbekistan	54.9	93.0	87.3	-	123.8	0.5
CIS total	75.1	93.0	81.4	-	2 464.8	0.9

* Figures are estimates.

Source: ITU (2009g, 2010b).

Middle East

Figure 2.16 Internet users 2009 (per cent)



Note: Excluding North Africa

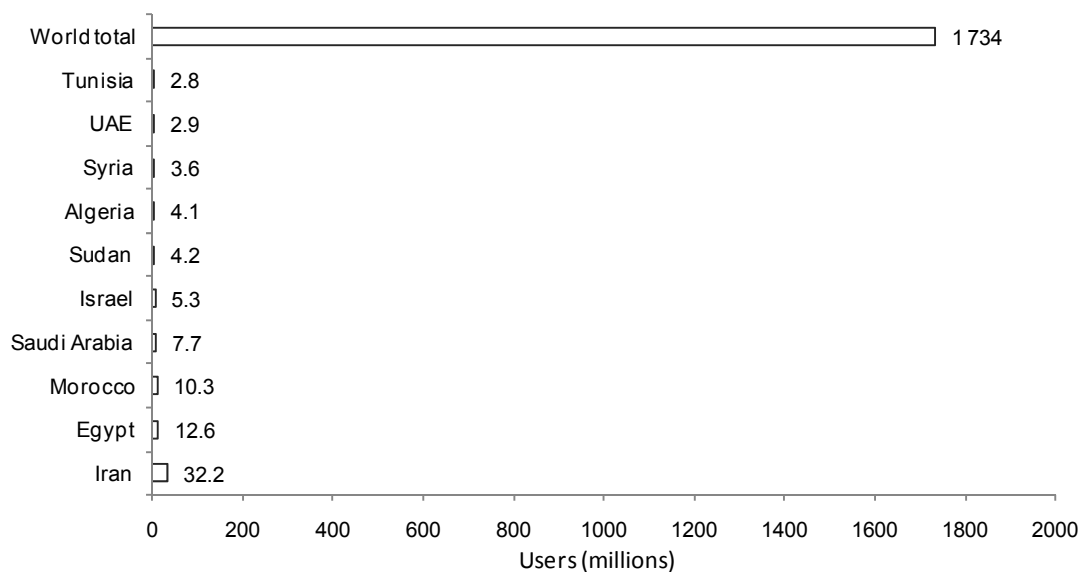
Source: Internet World Stats (2010)

Table 2.37 Internet users 2000 and 2009 (thousand and per cent)

	Population ¹ (000)	Internet users 2000 ² (000)	Internet users 2009 ³ (000)	Growth 2000/2009 (%)	Penetration 2009 (%)
Algeria	34 178	50	4,100	8 100.0	12.0
Bahrain	729	40	403	907.3	55.3
Comoros	752	2	23	1 433.3	3.1
Djibouti	725	1	13	828.6	1.8
Egypt	78 867	450	12 568	2 693.1	15.9
Iran	66 429	250	32 200	12 780.0	48.5
Iraq	28 946	13	300	2 300.0	1.0
Israel	7 234	1,270	5 263	314.4	72.8
Jordan	6 269	127	1 501	1 078.7	23.9
Kuwait	2 693	150	1 000	566.7	37.1
Lebanon	4 017	300	945	215.0	23.5
Libya	6 324	10	323	3 130.0	5.1
Mauritania	3 129	5	60	1 100.0	1.9
Morocco	31 285	100	10	10 200.0	32.9
Oman	3 418	90	465	416.7	13.6
Palestine (West Bank)	2 461	35	356	915.7	14.4
Gaza Strip	1 552	...	...	...	...
Qatar	833	30	436	1 353.3	52.3
Saudi Arabia	28 687	200	7 700	3 750.0	26.8
Somalia	9 832	0.2	102	50 900.0	1.0
Sudan	41 088	30	4 200	13 900.0	10.2
Tunisia	10 486	100	2 800	2 700.0	26.7
Syria	21 763	30	3 565	11 783.3	16.4
United Arab Emirates	4 798	735	2 922	297.6	60.9
Yemen	22 858	15	370	2 366.7	1.6
Middle East total	419 353	4 033	81 625	2 023.9	19.5

¹ 2009, estimation. ² 31 December 2000. ³ Or latest data available.

Source: Internet World Stats (2010).

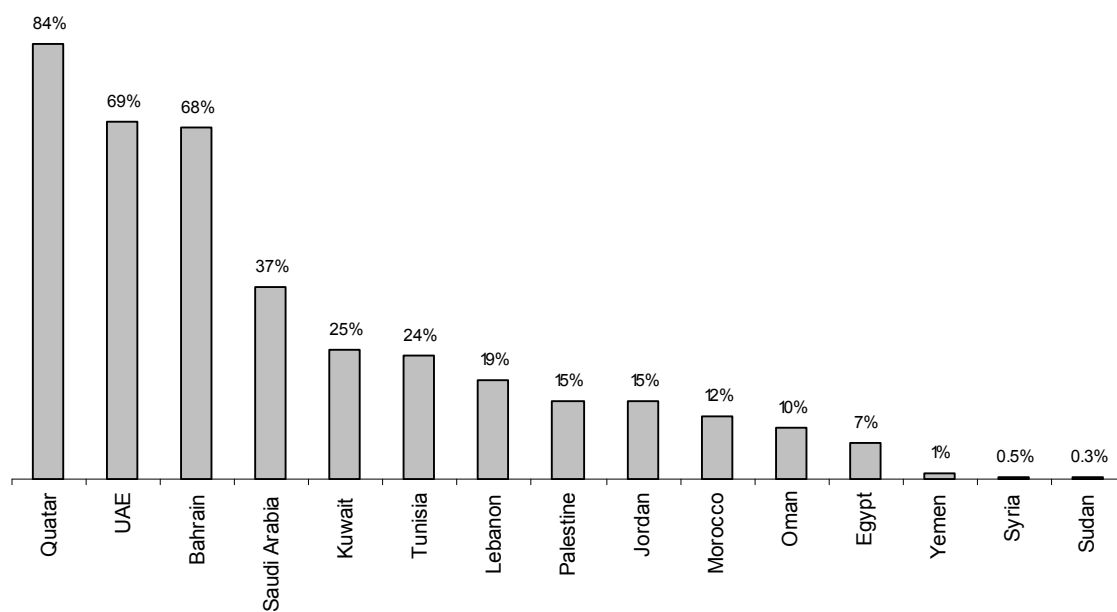
Figure 2.17 The leading ten Internet countries 2009 (million users)

Source: Internet World Stats (2010).

Table 2.38 Internet bandwidth 2003 and 2008 (Mbps, Bits/s, per cent)

	2003 (Mbps)	2008 (Mbps)	2003-2008 CAGR (%)	Bits/s per Internet user		2003-2008 CAGR (%)
				2003	2008	
Algeria	156	6'530	111.0	223	1 593	48.1
Bahrain	409	4 440	61.1	2'727	11 020	32.2
Comoros	0	7	171.9	26	317	87.5
Djibouti	2	465	196.0	421	24 219	124.9
Egypt	925	27 077	96.5	308	1 995	45.3
Iraq	...	40	...	...	133	...
Jordan	310	4 615	71.6	698	2 893	32.9
Kuwait	287	3 390	63.9	506	3 390	46.3
Lebanon	60	1 254	83.7	120	1 327	61.7
Libya	6	465	138.7	38	1 440	107.4
Mauritania	10	245	91.6	792	4 083	38.8
Morocco	310	25 130	140.9	310	2 407	50.7
Oman	344	2 490	48.6	1 877	4 470	19.0
Qatar	465	6 410	69.0	3 304	14 702	34.8
Saudi Arabia	390	30 170	138.6	217	3 887	78.1
Somalia	3	3	-	100	33	-42.3
Sudan	90	13 300	171.6	450	3 167	47.7
Syria	16	2 100	165.2	26	589	86.3
Tunisia	155	11 520	136.7	246	4 114	75.7
United Arab Emirates	1 705	38 958	87.0	1 536	13 333	54.1
Yemen	6	1 085	182.8	50	2 932	125.8

Sources: ITU (2009h, 2010b).

Figure 2.18 Broadband penetration 2009 (per cent of all households)

Source: Arab Media Outlook (2010).

Table 2.39 Fixed broadband subscribers 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003-2008	Per 100 inhabitants		2003-2008 ²
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Algeria	18.0	485.0	93.2	0.1	1.4	90.4
Bahrain	9.7	110.0	62.4	1.4	14.2	58.9
Comoros	-	-	...	-	-	...
Djibouti	-	2.5	...	-	0.3	...
Egypt	54.8	769.7	69.6	0.1	0.9	66.5
Iraq	...	-	...	...	-	...
Jordan	5.0	137.1	94.0	0.1	2.2	88.0
Kuwait	13.0	40.0	25.2	0.5	1.4	21.7
Lebanon	70.0	211.0	24.7	1.8	5.0	23.3
Libya	-	10.0	...	-	0.2	...
Mauritania	-	5.9	...	-	0.2	...
Morocco	2.7	483.9	182.0	-	1.5	178.8
Oman	0.1	32.0	198.0	-	1.1	192.3
Qatar	3.0	103.4	103.1	0.4	8.1	81.6
Saudi Arabia	46.0	1 048.1	86.9	0.2	4.2	82.7
Somalia	-	-	...	-	-	...
Sudan	-	44.6	...	-	0.1	...
Syria	-	11.1	...	-	0.1	...
Tunisia	0.3	227.3	287.8	-	2.2	284.2
United Arab Emirates	30.3	557.6	79.0	0.8	12.4	72.9
Yemen	-	-	...	-	-	...
Middle East total	253.0	4 279.1	76.1	0.1	1.3	72.5

Sources: ITU (2009h, 2010b).

Table 2.40 Fixed telephone lines 2003 and 2008 (thousand and per 100 inhabitants)

	2003	2008	2003-2008	Per 100 inhabitants		2003-2008
	(000)	(000)	CAGR (%)	2003	2008	CAGR (%)
Algeria	2 147	3 314	9.1	6.73	9.64	7.4
Bahrain	186	220	3.5	26.69	28.42	1.3
Comoros	13	23	12.0	2.25	3.53	9.4
Djibouti	10	15	8.0	1.31	1.76	6.1
Egypt	8 736	11 936	6.4	11.76	14.64	4.5
Iraq	1 183	1 082	-1.8	4.41	3.60	-4.0
Jordan	623	519	-3.6	11.87	8.46	-6.6
Kuwait	487	541*	2.1	19.24	18.53*	-0.7
Lebanon	700	750*	1.4	17.65	17.88*	0.3
Libya	750	1 033*	6.6	13.19	16.41*	4.5
Mauritania	38	76	14.9	1.35	2.37	12.0
Morocco	1 219	2 991	19.7	4.09	9.46	18.3
Oman	236	274	3.0	9.35	9.84	1.0
Qatar	185	263	7.4	25.22	20.56	-4.0
Saudi Arabia	3 503	4 100	3.2	15.57	16.27	0.9
Somalia	100	100*	-	1.25	1.12	-2.2
Sudan	937	366	-17.1	2.52	0.89	-18.9
Syria	2 411	3 633	8.5	13.43	17.12	5.0
Tunisia	1 164	1 239	1.3	11.99	12.18	0.3
United Arab Emirates	1 136	1 508	5.8	30.16	33.63	2.2
Yemen	694	1 117*	10.0	3.50	4.87*	6.9
Middle East total	26 457	35 103	5.8	8.61	10.29	3.6

* Figures are estimates.

Sources: ITU (2009h, 2010b).

Table 2.41 Mobile cellular subscriptions 2003 and 2008 (thousand and per 100 inhabitants)

	2003 (000)	2008 (000)	2003–2008 CAGR (%)	Per 100 inhabitants		2003–2008 CAGR (%)
	2003	2008		2003	2008	
Algeria	1 447	31 871*	85.6	4.54	92.72*	82.8
Bahrain	443	1'441	26.6	63.67	185.77	23.9
Comoros	2	98	118.0	0.34	14.90	113.1
Djibouti	23	113	37.5	2.96	13.29	35.0
Egypt	5 798	41 272	48.1	7.80	50.62	45.4
Iraq	80	17 529	193.9	0.30	58.24	187.2
Jordan	1 325	5 314	32.0	25.27	86.60	27.9
Kuwait	1 420	2 907*	15.4	56.11	99.59*	12.2
Lebanon	795	1 427*	12.4	20.06	34.03*	11.1
Libya	127	4 828	107.0	2.23	76.71	102.8
Mauritania	351	2 092	42.9	12.40	65.07	39.3
Morocco	7 360	22 816	25.4	24.68	72.19	23.9
Oman	594	3 219	40.2	23.52	115.58	37.5
Qatar	377	1 683	34.9	51.47	131.39	20.6
Saudi Arabia	7 238	36 000	37.8	32.18	142.85	34.7
Somalia	200	627*	25.7	2.51	7.02*	22.9
Sudan	527	11 991	86.8	1.42	29.00	82.8
Syria	1 185	7 056	42.9	6.60	33.24	38.2
Tunisia	1 918	8 602	35.0	19.76	84.59	33.8
United Arab Emirates	2 972	9 358	25.8	78.94	208.65	21.5
Yemen	675	3 700*	40.5	3.40	16.14*	36.5
Middle East total	34 857	213 945	43.7	11.34	62.74	40.8

* Figures are estimates.

Sources: ITU (2009h, 2010b).

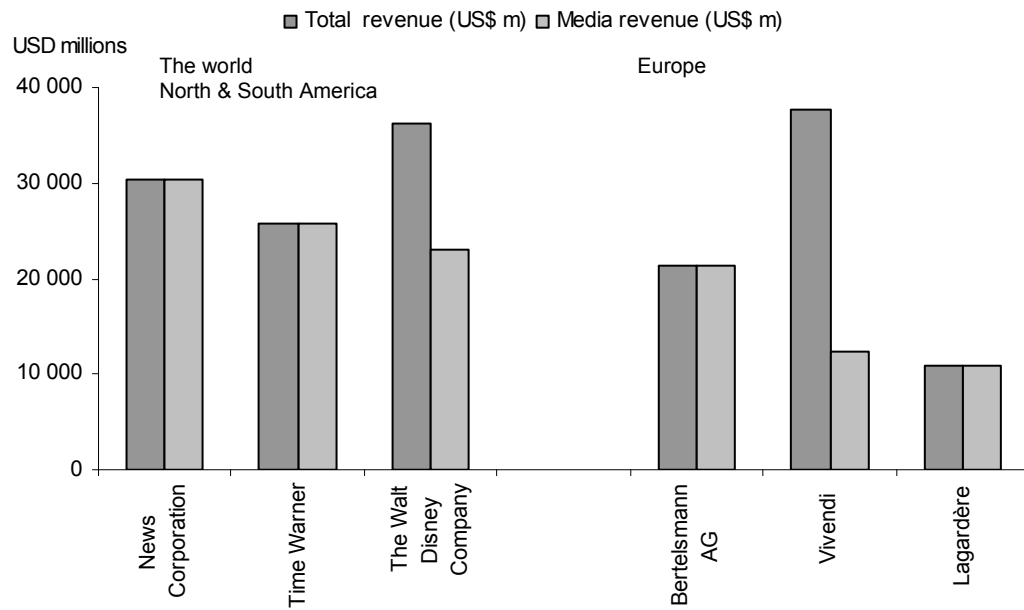
Table 2.42 Mobile cellular and broadband subscriptions 2008 (per cent and per 100 inhabitants)

	Mobile cellular		Share of total	Mobile broadband	
	prepaid subscriptions (%)	population coverage (%)	telephone subscribers (%)	subscriptions (000)	subscribers per 100 inhab
Algeria	97	82	91	–	–
Bahrain	83	100*	87	195	25.2
Comoros	99	40	81	–	–
Djibouti	100	85	88	–	–
Egypt	96	95	78	4 000	4.9
Iraq	82*	72*	94*	–	–
Jordan	92	99	91	–	–
Kuwait	80	100	84*	60	2.1
Lebanon	78	100	66*	–	–
Libya	99	71	82	1 799	28.6
Mauritania	96	62	97	72	2.2
Morocco	96	98	88	710	2.2
Oman	90	96	92	147	5.3
Qatar	86	100	87	97	7.6
Saudi Arabia	85	98	90	2 371	9.4
Somalia	100*	..	86*	–	–
Sudan	92	66	97	160	0.4
Syria	84	96*	66	–	–
Tunisia	99	100	87	–	–
United Arab Emirates	91	100	86	1 807	40.3
Yemen	65*	68*	77*	–	–
Middle East total	59	86	86	11 417	3.3

* Figures are estimates.

Sources: ITU (2009h, 2010b).

Television in the World

Figure 3.1 The largest media companies in the world by revenue 2009 (USD millions)

Source: Nordicom (2010)

Table 3.1 The leading 25 media companies in the world by revenue and their main media activities 2009 (USD millions)

Company	Domicile	Total revenue (US\$ m)	Media revenue ¹ (US\$ m)	Media share of total revenue (%)	TV	News-papers	Magazines & Periodicals	Books	Radio	Film	Music
1 News Corporation ²	USA	30 423	30 423	100	x	x	x	x	x	x	
2 Time Warner Inc ³	USA	25 785	25 785	100	x		x	x		x	
3 Walt Disney Company ^{4,5}	USA	36 149	23 057	64	x		x	x	x	x	x
4 Comcast	USA	35 756	22 317	62	x						
6 The DirecTV Group	USA	21 565	21 565	100	x						
5 Bertelsmann AG	Germany	21 343	21 343	100	x	x	x	x	x	x	x
7 NBC Universal ⁶	USA	15 436	15 436	100	x				x	x	
8 Viacom Inc.	USA	13 619	13 619	100	x					x	x
9 Vivendi ⁷	France	37 691	12 354	33	x						x
10 Dish Network	USA	11 663	11 663	100	x						
11 Time Warner Cable ³	USA	17 868	11 462	64	x						
12 CBS Corporation ⁸	USA	13 015	11 292	87	x			x	x		
13 Lagardère	France	10 963	10 963	100	x	x	x	x	x		
14 Cox Enterprises ⁹	USA	14 700	10 800	73	x	x			x		
15 Liberty Global	USA	8 953	8 953	100	x						
16 ARD	Germany	8 870	8 870	100	x				x		
17 Pearson	UK	8 772	8 772	100		x	x	x			
18 Reed Elsevier	Netherlands/UK	9 601	8 592	89			x	x			
19 BBC ¹⁰	UK	8 463	8 463	100	x		x		x		
20 BSkyB ²	UK	8 359	8 359	100	x						
21 Advance Publication ¹¹	USA	7 630	7 630	100	x	x	x				
22 Sony Corporation ^{10, 12}	Japan	78 877	7 322	9	x					x	x
23 NHK – Nippon Hoso Kyokai ¹³	Japan	7 077	7 077	100	x				x		
24 Cablevision	USA	7 773	6 584	85	x	x					
25 Gannett Co. Inc.	USA	5 613	5 613	100	x	x	x				

¹ Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support, etc. Retail sales, theme parks, games etc, are not included.

² Fiscal year 2008 (07) - 2009 (06).

³ Fiscal year 2008 (10) - 2009 (09).

⁴ Parks and Resorts, revenue 10 667 USD millions, and Consumer Products, revenue 2 425 USD millions, not included in media revenue.

⁵ Company created in May 2004 by a combination of NBC and Vivendi Universal Entertainment, owned by General Electric (80%) and Vivendi Universal (20%). Revenue for Universal Parks & Resorts not available and therefore not included from media revenue.

⁶ Telecom (SFR and Maroc Telecom), revenue 20 961 USD millions, and games, revenue 4 220 USD millions, not included in media revenue.

⁷ Outdoor advertising not included in media revenue.

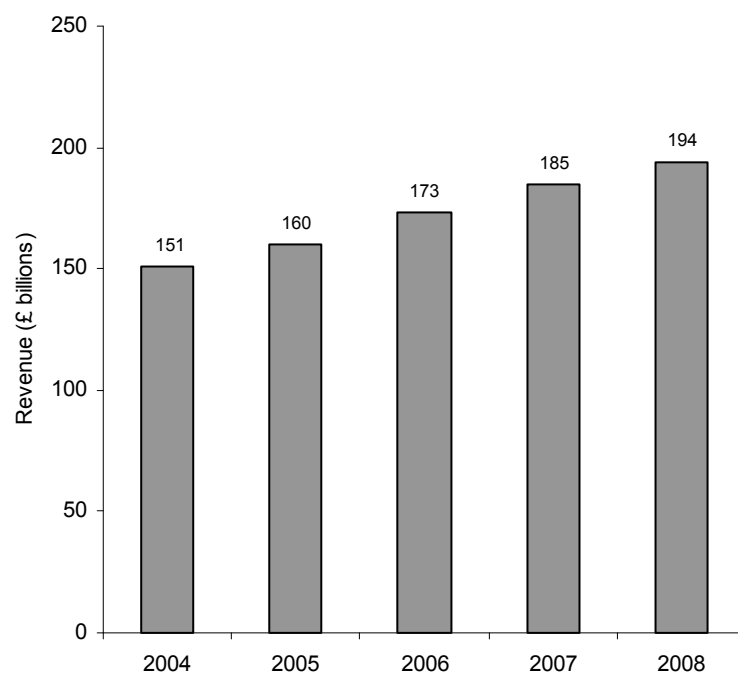
⁸ Telecom revenue included in media revenue.

⁹ Fiscal year 2008 (04) - 2009 (03).

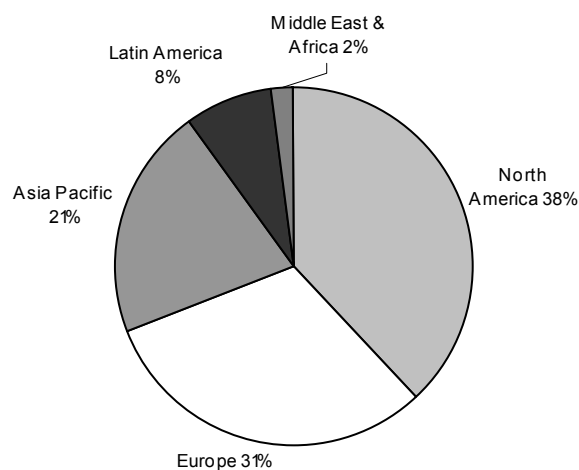
¹⁰ Electronics, revenue 51 356 USD millions, Games, revenue 10 049 USD millions, and Financial Services, revenue 5 340 USD millions, not included in media revenue.

¹¹ Fiscal year 2008.

Source: Nordicom.

Figure 3.2 Global TV revenue worldwide 2004-2008 (GBP billions)

Source: Ofcom (2009).

Figure 3.3 Distribution of worldwide TV revenue by region 2009 (per cent)

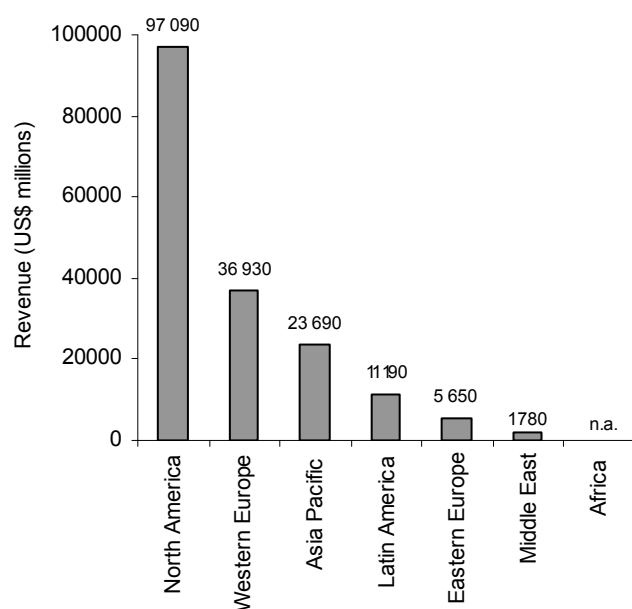
Note: Data are estimates.

Source: IDATE (2010). (permission of IDATE for republication)

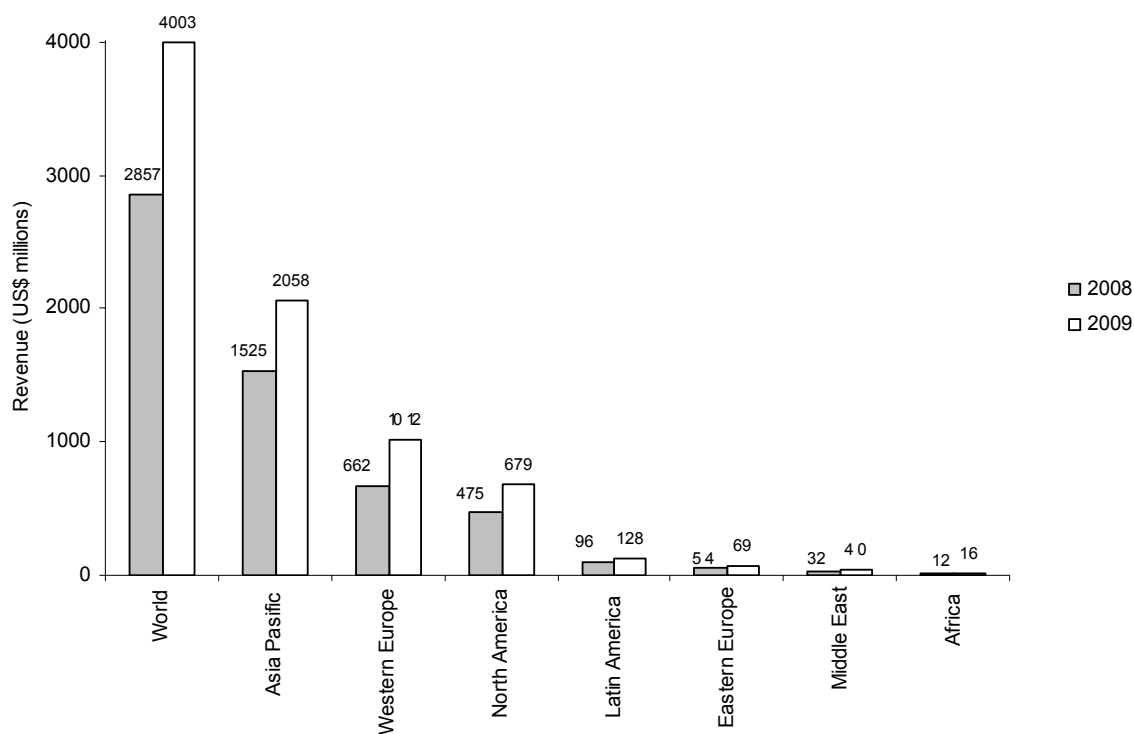
Table 3.2 TV revenue, selected countries 2003-2008 (GBP billions)

	2003	2004	2005	2006	2007	2008
United Kingdom	8.6	9.2	9.8	9.8	10.3	10.5
Germany	9.4	9.5	10.0	10.0	10.1	10.1
France	6.7	7.3	7.4	7.5	8.2	8.9
Italy	5.5	6.1	6.5	6.9	7.3	7.5
Russia	3.1	3.7	4.4	4.8	5.6	7.0
Brazil	4.0	4.5	5.1	5.5	6.1	6.9
Spain	3.9	3.9	4.2	4.9	4.9	4.4
India	1.8	2.3	2.6	2.9	3.2	3.8
China	1.0	1.2	1.4	2.0	2.7	3.6
Canada	2.5	2.6	2.7	2.9	3.0	3.1
Netherlands	1.8	1.8	1.9	1.9	2.0	2.1
Poland	2.2	2.3	1.5	1.6	1.8	2.1
Sweden	1.1	1.1	1.2	1.2	1.3	1.4

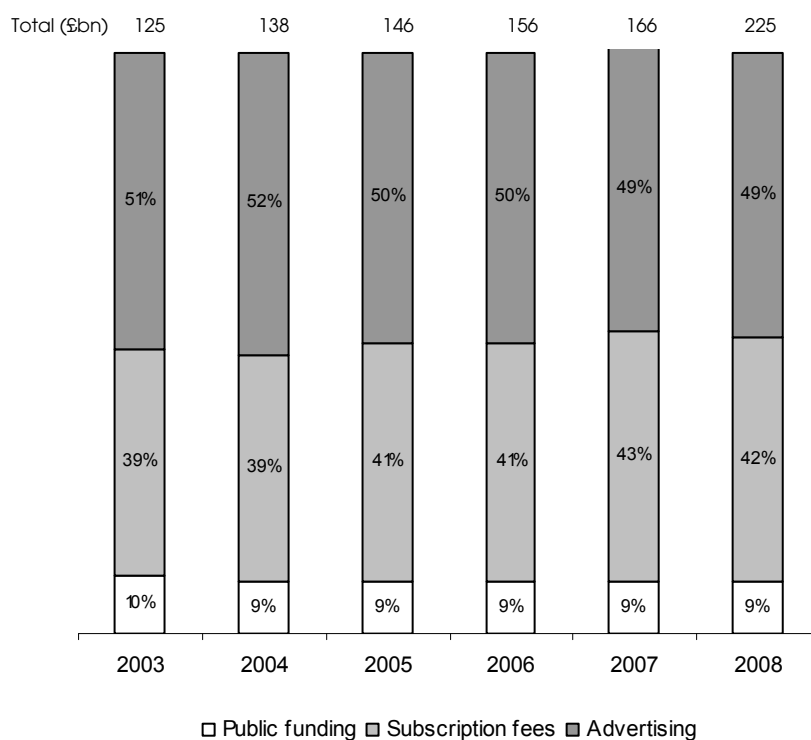
Source: Ofcom (2009).

Figure 3.4 Multichannel revenue by region 2009 (USD millions)

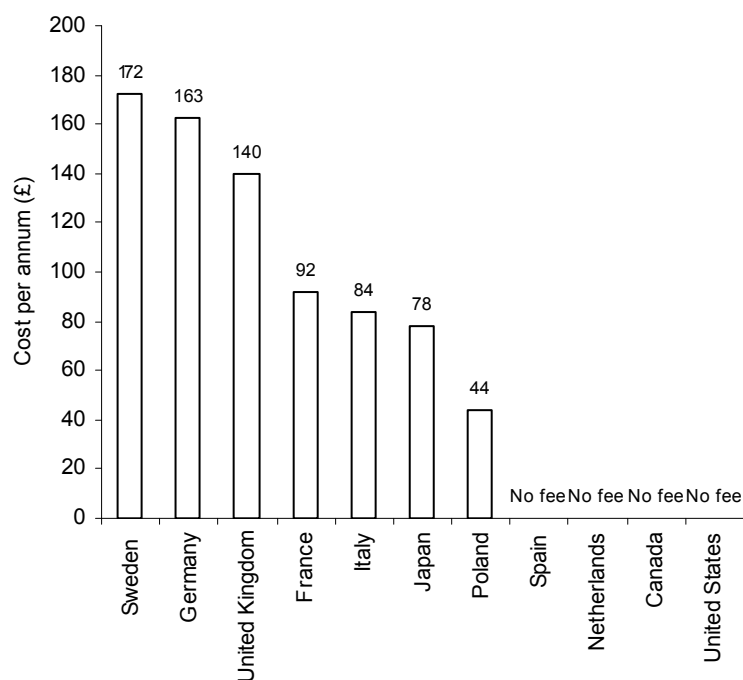
Source: Casbaa (2009).

Figure 3.5 Mobile-TV and video revenues by region 2008-2009 (USD millions)

Source: ACT (2009).

Figure 3.6 TV revenue worldwide by type of funding 2003-2008 (per cent and GBP billions)

Sources: Ofcom (2008); IDATE (2010). (permission of IDATE for republication)

Figure 3.7 Cost of a TV-licence fee, selected countries 2008 (GBP)

Note: The Japanese licence fee costs £78 in terrestrial households, or £134 to receive a larger number of channels via satellite.

Source: Ofcom (2009).

Table 3.3 Advertising expenditure by region 2007-2009 (USD millions and per cent)

	2007 (USD m)	2008 (USD m)	2009 (USD m)	2007 (%)	2008 (%)	2009 (%)
Africa/Middle East/Rest of the world	16	19	18	3	4	4
North America	188	181	166	39	37	37
South America	21	30	29	4	6	6
Asia and the Pacific	100	103	99	21	21	22
Central and Eastern Europe	32	35	30	7	7	7
Western Europe	120	119	111	25	24	25
World	482	487	453	100	100	100

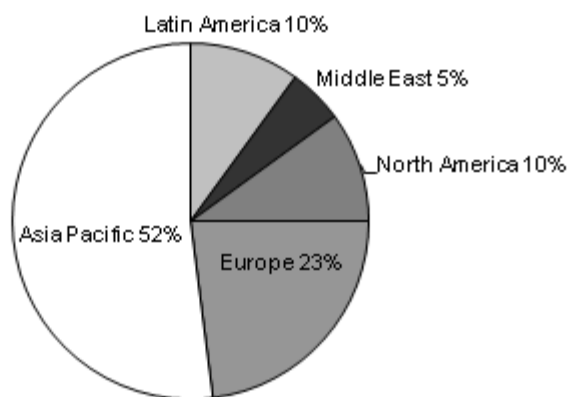
Note: 2009 are forecasts. Total may not fully add up due to rounding error.

Source: ACT (2009).

Table 3.4 Advertising revenue worldwide by medium 2006-2008 (EUR billions and per cent)

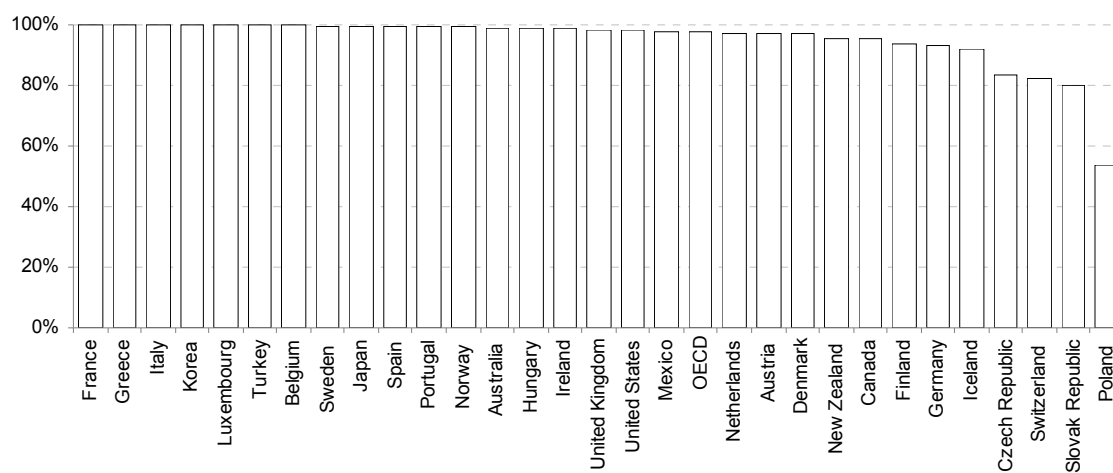
	2006	2007	2008
TV advertising	119.0	129.4	134.1
Radio advertising	25.2	26.2	25.1
Press advertising	127.4	130.5	124.2
Internet advertising	22.9	30.1	35.1
Total	294.5	316.2	318.5
TV advertising/total advertising	40.4%	40.9%	42.1%

Source: IDATE (2010). (permission of IDATE for republication)

Figure 3.8 TV households worldwide by region 2009 (per cent)

Note: Data are estimates.

Source: IDATE (2010). (permission of IDATE for republication)

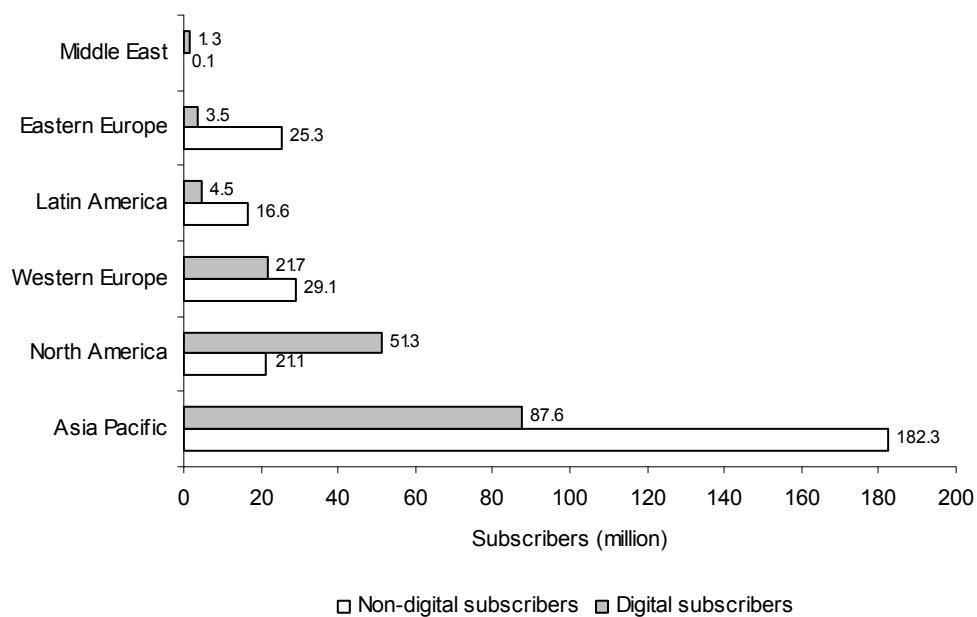
Figure 3.9 Percentage of households with a TV set, OECD countries 2007 (per cent)

Source: OECD (2009b).

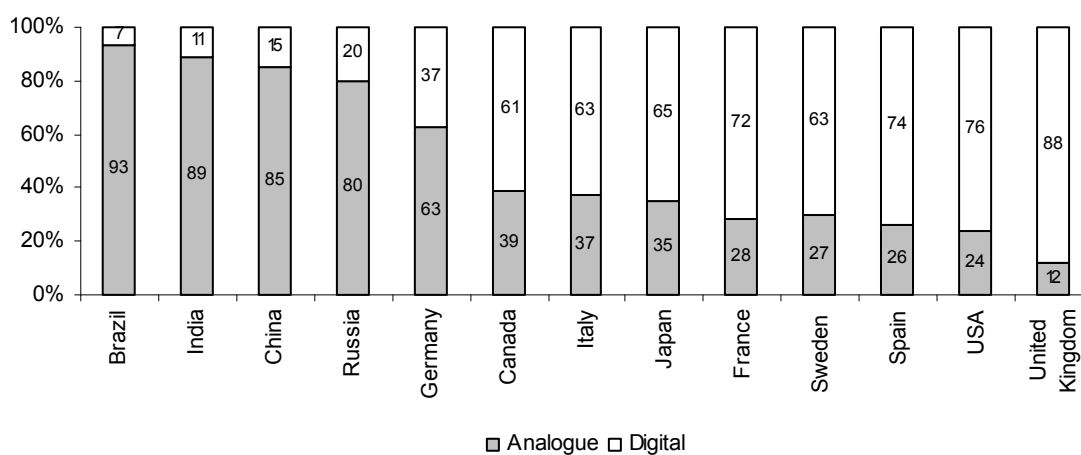
Table 3.5 Number of TV stations and TV sets, selected developing nations 2008

	Number of TV stations	TV sets per 100 inhabitants
Malaysia	88	45
Turkey	635	30
Mexico	457	24
Thailand	111	24
Brazil	138	20
Ecuador	7	19
Nepal	7	13
Congo, Dem. Rep. of the	5	11
Guatemala	26	11
Bolivia	48	10
Burkina Faso	4	10
Benin	6	9
El Salvador	5	9
Morocco	3	9
Honduras	11	8
Sri Lanka	14	8
Ghana	9	7
Nicaragua	3	6
India	562	6
Nigeria	93	5
Philippines	250	4
Vietnam	67	4
Namibia	2	3
Senegal	4	3
Angola	1	2
Pakistan	20	2
Bangladesh	15	1
Cambodia	9	1
Malawi	1	1
Mozambique	6	1

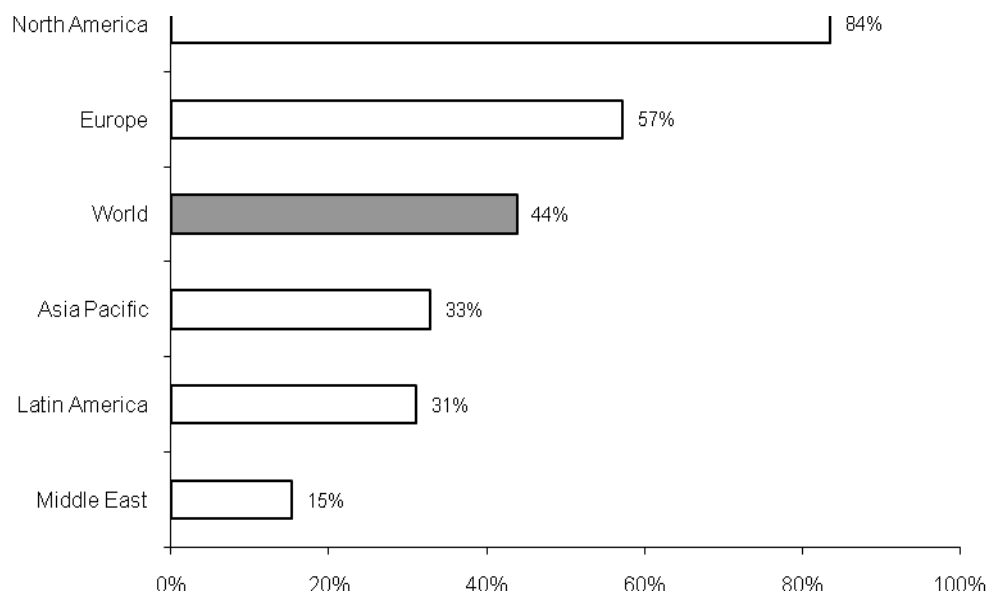
Source: Blanchard and Moore (2010).

Figure 3.10 Digital and non-digital TV subscribers by region 2009 (million subscribers)

Source: Casbaa (2009a).

Figure 3.11 Analogue and digital television households, selected countries 2008 (per cent)

Source: Ofcom (2009).

Figure 3.12 Penetration of digital television worldwide by region 2009 (per cent)

Note: Data are estimates.

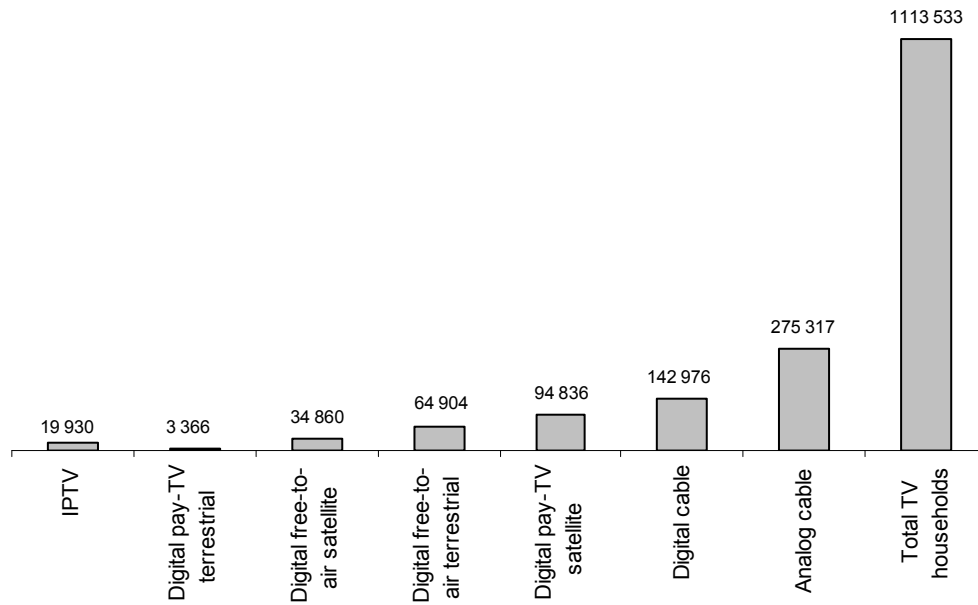
Source: IDATE (2010). (permission of IDATE for republication)

Table 3.6 Digital TV households worldwide by region 2006-2008 (million)

	2006	2007	2008
ASIA & THE PACIFIC	103.9	134.3	168.5
Japan	24.0	28.2	31.2
China	13.4	32.5	55.6
India	6.8	11.4	20.8
NORTH AMERICA	73.2	84.1	96.2
USA	68.4	78.3	89.6
LATIN AMERICA	21.7	26.0	30.4
Brazil	13.2	14.9	17.0
EUROPE	83.5	109.1	131.7
Germany	8.9	12.1	13.9
United Kingdom	19.8	21.8	22.7
France	13.0	15.8	18.4
MIDDLE EAST & AFRICA	20.1	21.4	23.0
Total	302.4	374.9	449.8

Source: IDATE (2010). (permission of IDATE for republication)

Figure 3.13 Breakdown of households by TV-access mode worldwide 2008 (million households)



Source: IDATE (2010). (permission of IDATE for republication)

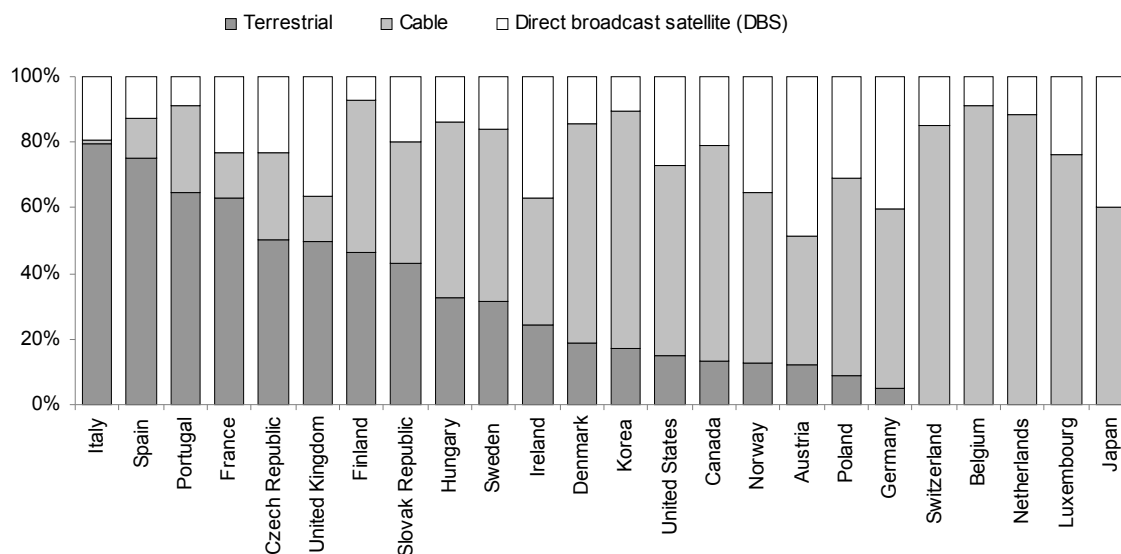
Table 3.7 TV households by access mode and by region 2007-2008 (million and per cent)

	Million HH (% of TV HH)	
	2007	2008
DIGITAL CABLE-TV HOUSEHOLDS		
Latin America	3.1 (3)	5.0 (4)
North America	44.2 (35)	52.4 (41)
Asia & the Pacific	32.1 (5)	49.7 (8)
Eastern Europe	2.6 (2)	4.4 (3)
Western Europe	16.0 (10)	20.4 (12)
Middle East	0.7 (4)	0.8 (4)
DIGITAL DTH HOUSEHOLDS		
Latin America	5.3 (5)	6.1 (5)
North America	33.3 (27)	34.6 (27)
Asia & the Pacific	16.4 (3)	19.5 (3)
Eastern Europe	6.8 (5)	8.5 (7)
Western Europe	25.7 (16)	34.6 (16)
Middle East	1.2 (6)	1.4 (7)
IPTV HOUSEHOLDS PAYING FOR TV SERVICES		
Latin America	0.0 (0)	0.1 (0)
North America	1.7 (1)	3.0 (2)
Asia & the Pacific	3.6 (1)	6.2 (1)
Eastern Europe	0.5 (0)	1.1 (1)
Western Europe	4.8 (3)	7.5 (5)
Middle East	0.0 (0)	0.0 (0)
DIGITAL TERRESTRIAL TV HOUSEHOLDS (households that do not pay for Cable, DTH or IPTV signals)		
Latin America	0.0 (0)	0.2 (0)
North America	3.2 (3)	7.9 (6)
Asia & the Pacific	9.9 (2)	11.9 (2)
Eastern Europe	0.5 (0)	1.0 (1)
Western Europe	31.3 (19)	37.3 (23)
Middle East	0.0 (0)	0.1 (0)

Note: Data for 2008 are forecasts. Middle East are Israel and Turkey only.

Source: Informa (2008).

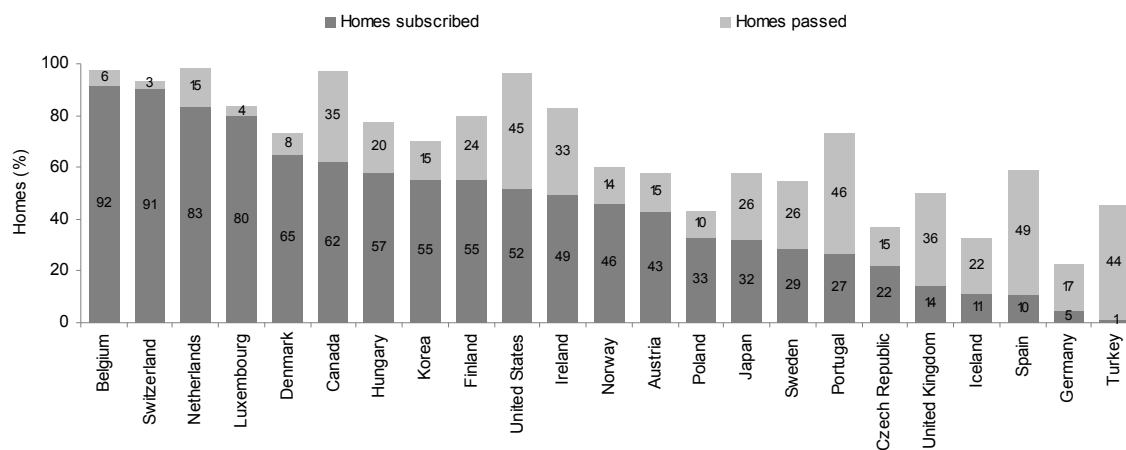
Figure 3.14 Breakdown of TV-access mode, OECD countries 2007 (per cent of households with a television)



Notes: Or 2006.

Source: OECD (2009b).

Figure 3.15 Per cent of homes passed and subscribed to Cable TV, selected countries 2007 (per cent)



Note: Or data from 2006.

Source: OECD (2009b).

Table 3.8 Cable-TV households worldwide by country 2005-2008 (thousand)

	Operator	2005	2006	2007	2008
ASIA & THE PACIFIC					
Australia	Optus	140	143	151	160
	Foxtel	558	595	628	651
Hong Kong	Hong Kong Cable TV	738	786	882	896
India	WWIL	900	900	1 300	1 700
	Hathway	3 550	3 850	4 020	4 130
	INCablenet	5 230	5 302	5 800	6 600
Indonesia	Kabelvision	135	130	140	120
Japan	J:COM Mobile	1 796	2 196	2 275	2 557
Philippines	Beyond Cable	500	502	505	508
Singapore	StarHub Cable Vision	448	487	504	524
South Korea	Harvit I&B	367	369	372	405
	HCN	1 143	1 080	1 194	1 193
	C&M	1 878	1 882	2 010	2 171
	CJ CableNet	1 513	1 597	2 526	2 529
	Taekwang	3 027	2 625	2 728	2 834
Thailand	True	133	130	130	130
NORTH & SOUTH AMERICA					
Argentina	CableVision	1 370	2 780	2 860	3 012
Bahamas	Cable Bahamas	70	74	75	75
Brazil	TVA	290	328	374	400
	NET Servicos de Comunicacao	1 540	1 812	2 475	3 071
Canada	Cogeco	832	849	857	866
	Videotron	1 506	1 572	1 638	1 723
	Shaw	2 172	2 213	2 235	2 257
	Rogers Wireless	2 264	2 277	2 295	2 320
Chile	VTR - UPC	751	804	853	878
Colombia	Cable Union de Occidente0	-	154	188	200
	UNE EPM Telecomunicaciones	-	243	434	523
	TelMex Hogar	-	488	1 078	1 836
Dominican Republic	TRICOM	-	-	70	70
El Salvador	Amnet El Salvador	-	-	170	184
Mexico	CableVision	422	497	551	591
	Cablemas	587	709	790	851
	MegaCable	632	784	1 298	1 483
	MVS Multivision	830	912	984	-
Paraguay	Multicanal	-	72	82	90
Peru	Telefonica del Peru	462	536	561	573
Puerto Rico	Liberty Global	56	108	85	84
Trinidad and Tobago	Flow Trinidad	113	116	124	132
Uruguay	Multicanal	-	79	81	88
USA	RCN	369	371	358	366
	Insight Communications	1 282	1 323	1 358	736
	Mediacom	1 423	1 380	1 324	1 318
	Cablevision	3 027	3 127	3 123	3 108
	Charter Communications	5 884	5 433	5 220	5 046
	Cox Communications	6 300	5 430	5 344	5 164
	Time Warner Cable	11 000	13 402	13 300	13 069
	Comcast	24 049	24 161	24 063	24 182
					Cont.

Cont. Table 3.8

	Operator	2005	2006	2007	2008
EUROPE					
Austria	Kabelsignal	68	70	72	73
	Salzburg	77	84	88	92
	Liwest	105	109	115	127
	UPC TeleKabel	499	505	550	555
Belarus	Cosmos TV	67	78	92	100
	MTIS	..	397	500	540
Belgium	Telenet	1 589	1 604	1 708	2 403
Croatia	B-Net	..	..	92	96
Czech Republic	UPC	298	557	570	559
Denmark	Telia Stofa	375	383	385	388
	TDC Solutions	1 007	1 033	1 061	1 080
Estonia	STV	65	65	65	65
	Starman	130	132	133	137
Finland	Sonera	174	176	178	176
	Finnet Group	443	459	206	208
	Elisa	214	226	237	244
	DNA Finland	..	..	258	263
	HTV	293	305	319	323
France	Numericable	..	2 000	3 450	3 550
Germany	NetCologne	..	124	145	164
	PrimaCom	..	-	446	438
	Tele Columbus	..	1 300	1 280	930
	Kabel Baden-Wuerttemberg	2 312	2 310	2 310	2 310
	Unity Media	5 095	4 930	4 762	4 619
	Kabel Deutschland	9 585	9 466	9 000	8 995
Hungary	Tarr	..	40	65	73
	PR Telecom	..	..	65	85
	DigiTV	..	87	121	156
	FiberNet	168	179	174	170
	Matav	404	414	419	423
	UPC	731	736	706	673
	UPC	322	279	585	537
Ireland	UPC	322	279	585	537
	UPC	322	279	585	537
Latvia	Izzi	74	83	87	89
	Baltkom	..	182	180	180
Lithuania	Balticum	49	57	62	67
	Vinita	50	55	60	71
Macedonia	TeleKabel	..	..	80	117
Malta	Melita Cable	104	98	98	99
Moldova	Sun Communications	54	67	79	108
Netherlands	Cogas Kabel	76	77	76	76
	CAIW	88	136	150	154
	Delta	153	154	156	158
	UPC	2 236	2 197	2 152	2 044
	Zesko	..	3 387	3 277	3 249
	Zesko	..	3 387	3 277	3 249
Norway	GET	334	370	364	380
	Canal Digital	409	419	431	476
Poland	MTK S Tar	60	60	60	60
	Stream Communications	60	59	61	82
	Inea	..	..	115	126
	Toya	150	150	150	150
	Aster	364	368	370	384
	Multimedia Polska	451	475	530	549
	Vectra	620	630	653	711
	UPC	1 001	1 006	1 011	1 021
	UPC	1 001	1 006	1 011	1 021

Cont.

Cont. Table 3.8

	Operator	2005	2006	2007	2008
EUROPE cont.					
Portugal	Cabovisao	258	275	299	288
	Zon Multimedia	1 141	1 089	1 114	1 079
Romania	UPC	1 338	1 369	1 223	1 108
	RCS	1 100	1 190	1 200	1 215
Russia	Bashinformsvaz	..	52	59	65
	Norilsk Telecom	..	80	102	124
	Eros TV	..	200	227	252
	TVT	226	459	550	600
	Multiregion	35	343	632	866
	Er Telecom	..	304	623	878
	TKT	..	..	1 298	1 287
	Comcor-TV	326	782	972	1 367
	Stream TV	..	..	1 700	1 800
	Mostelecom	..	2 886	2 887	2 867
Serbia PTT	..	..	..	93	100
Slovakia	Satro	..	..	50	50
	UPC	285	284	273	260
Slovenia	UPC	108	113	155	161
Spain	Euskaltel	232	261	285	335
	ONO	858	924	960	1 039
Sweden	Tele2	182	182	195	209
	Canal Digital	235	246	242	235
	Com hem	1 429	1 756	1 777	1 760
Switzerland	WWZ Telekom	..	70	72	74
	Naxoo	..	..	85	83
	Cablecom	1 411	1 421	1 551	1 556
United Kingdom	Virgin Media	..	3 354	3 478	3 621
Ukraine	Volia	..	500	500	1 500
MIDDLE EAST					
Israel	HOT Telecom	933	928	931	918
Turkey	Turksat	1 199	1 209	1 141	1 200
United Arab Emirates	Etisalat	225	263	280	340

Note: All data refer to Q4.

Source: Informa (2009).

Table 3.9 IPTV subscribers by region 2006-2008 (thousand)

	2006	2007	2008
Latin America	2	9	21
North America	664	1 775	3 779
Asia & the Pacific	761	2 200	3 278
South and East Asia	1 226	1 840	3 623
Eastern Europe	173	465	821
Western Europe, Middle East and Africa	2 894	7 056	10 317
Global total	5 721	13 345	21 738

Note: All data refer to Q4.

Source: itve.org (2009).

Table 3.10 Mobile-TV subscribers, selected countries 2008 (thousand)

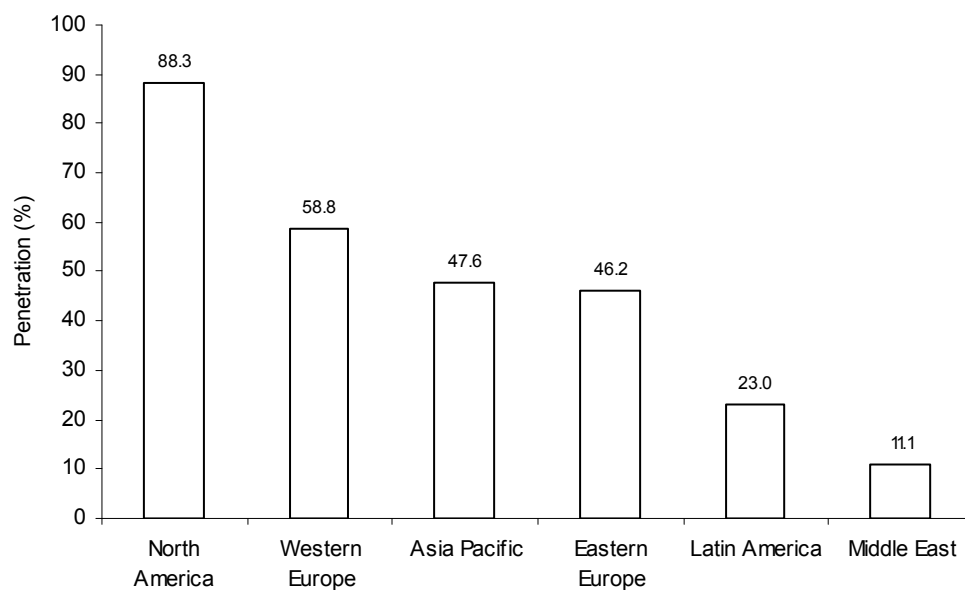
	Total mobile subscribers (000)	Total broadcast mobile-TV subscribers (000)	Launch date	Standard
Japan	105 000	18 000	Apr 05	ISDB-T
South Korea	45 000	1 850 (S-DMB) 15 400 (T-DMB)	May/Dec 05	S-DMB / T-DMB
China	616 000	1 200	July 08	CMMB
Italy	92 000	1 200	June 06	DVB-H
Finland	6 600	5	Dec 06	DVB-H 18C / OMA DRM 2.0
Austria	10 000	13	May/June 08	DVB-H
Switzerland	8 200	5	May 08	DVB-H OMA BCAST DRM (launch). OMA BCAST Smartcard (later)
Netherlands	20 000	10	Aug 08	DVB-H KPN
United States	270 000	1 000	Mar 07	MediaFLO

Source: ADL (2009).

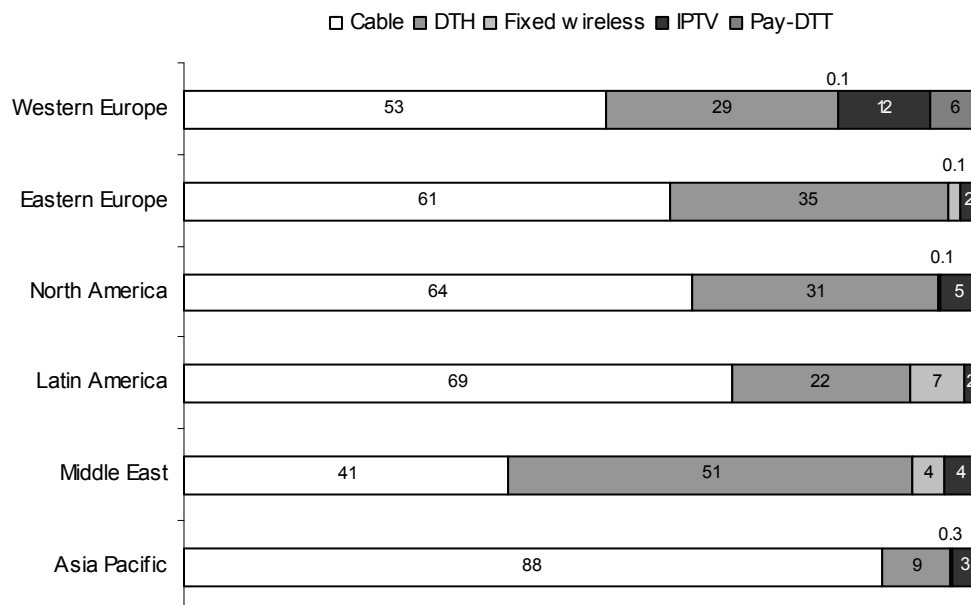
Table 3.11 Households subscribing to a TV offer by region 2006-2008 (millions of TV households)

	2006	2007	2008
AFRICA & MIDDLE EAST	6.4	7.2	8.1
ASIA & THE PACIFIC	244.2	259.8	274.5
Japan	24.4	25.9	27.1
China	140.6	151.8	162.8
India	72.4	81.8	94.3
LATIN AMERICA	21.8	24.5	27.2
Brazil	4.6	5.3	6.3
NORTH AMERICA	105.3	107.4	108.6
USA	95.2	96.9	97.9
EUROPE	120.3	129.6	139.2
Germany	25.5	24.5	24.3
United Kingdom	11.6	12.2	12.7
France	12.6	13.2	13.9
Total	498.1	528.5	557.7

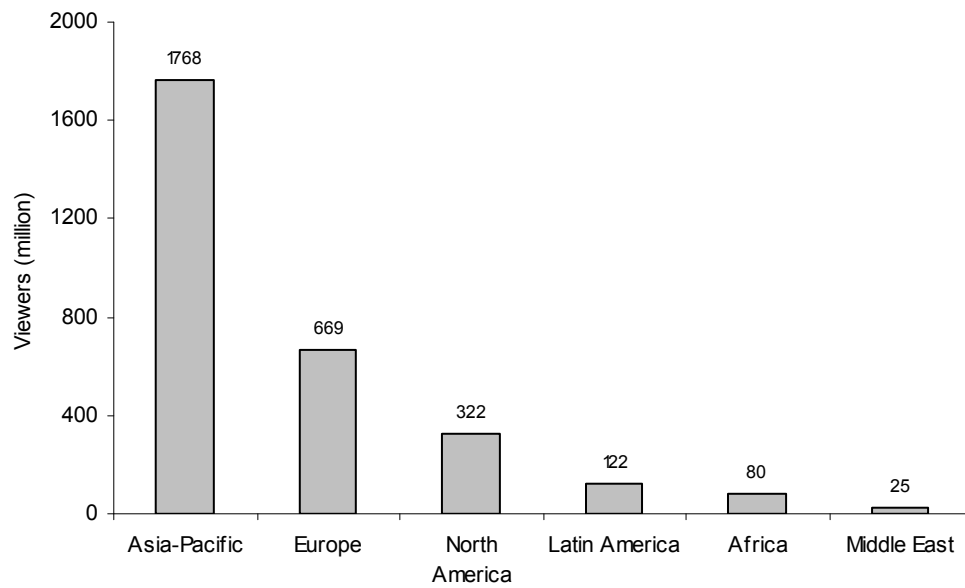
Source: IDATE (2010). (permission of IDATE for republication)

Figure 3.16 Multichannel penetration by region 2009 (per cent of all TV households)

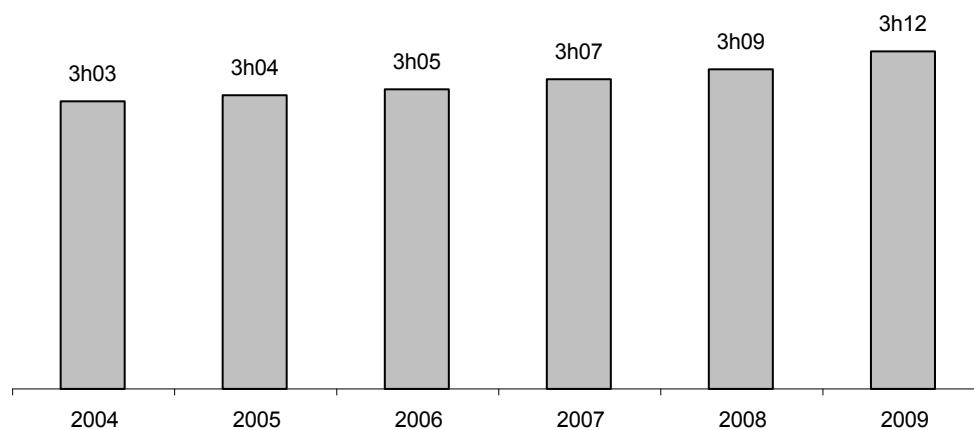
Source: Casbaa (2009a).

Figure 3.17 Multichannel-subscriber share by region 2009 (per cent)

Source: Casbaa (2009a).

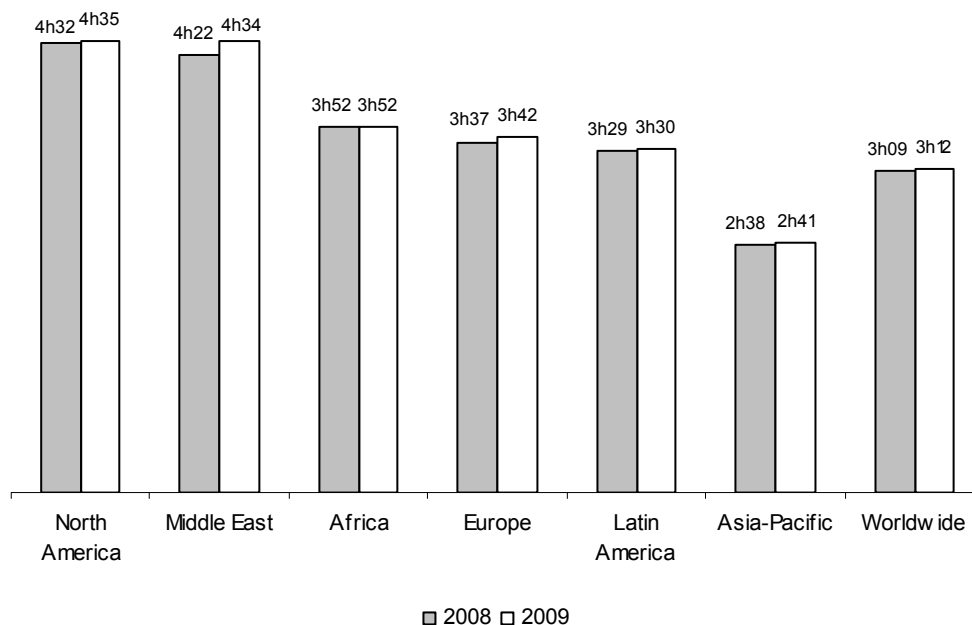
Figure 3.18 Number of TV viewers worldwide by region 2009 (million)

Source: Eurodata TV (2010).

Figure 3.19 Daily TV-viewing time worldwide 2004-2009 (hours and minutes)

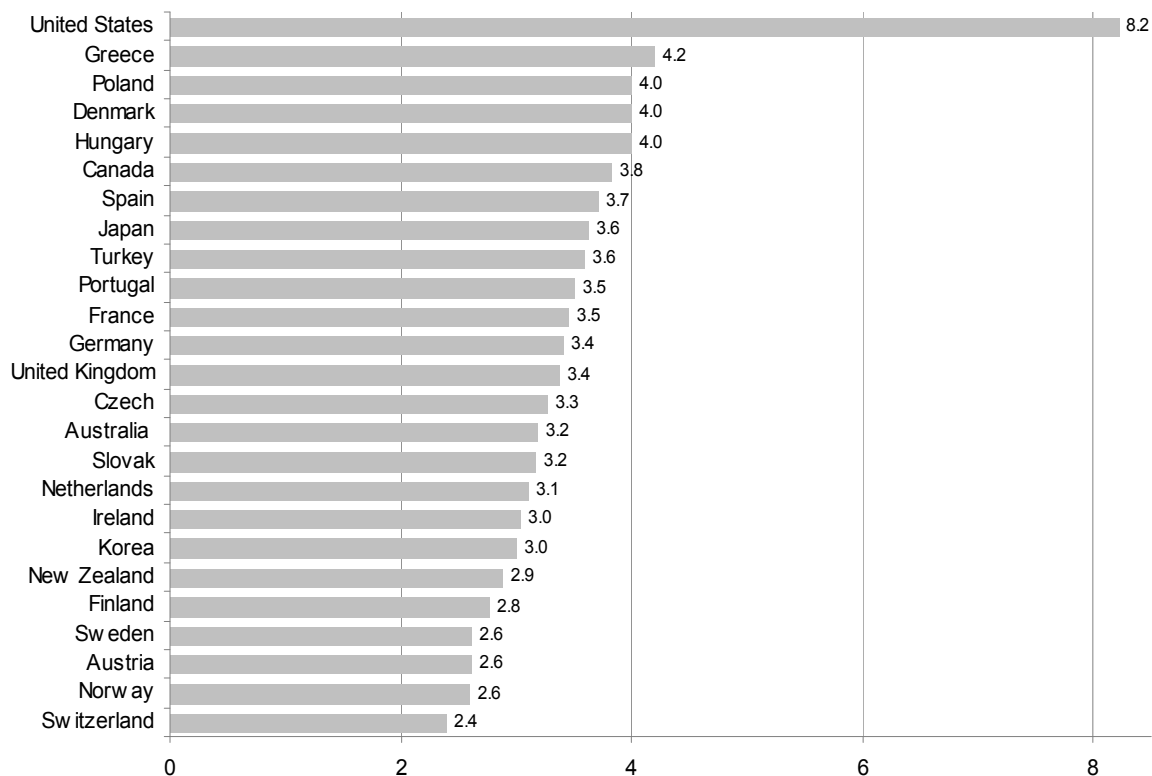
Source: Eurodata TV (2010).

Figure 3.20 Average daily viewing time per individuals by region 2008-2009 (hours and minutes)



Source: Eurodata TV (2010).

Figure 3.21 Average household TV-viewing time, selected countries 2007 (hours per day)



Source: OECD (2009b).

Table 3.12 Average household TV-viewing time, selected countries 1997-2007 (hours per day)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Australia	3.22	3.23	3.18	3.22	3.30	3.28	3.18	3.12	3.18	3.23	3.18
Japan	3.57	3.70	3.58	3.75	3.85	3.62	3.70	3.92	3.72	3.72	3.63
South Korea	3.05	..	..	..	..	..	..	3.17	..	3.20	3.00
New Zealand	2.77	2.83	2.77	2.80	2.80	2.85	2.88	2.88	2.78	2.93	2.88
United States	7.20	7.25	7.38	7.52	7.65	7.70	7.92	8.02	8.18	8.23	8.23

Source: OECD (2009b).

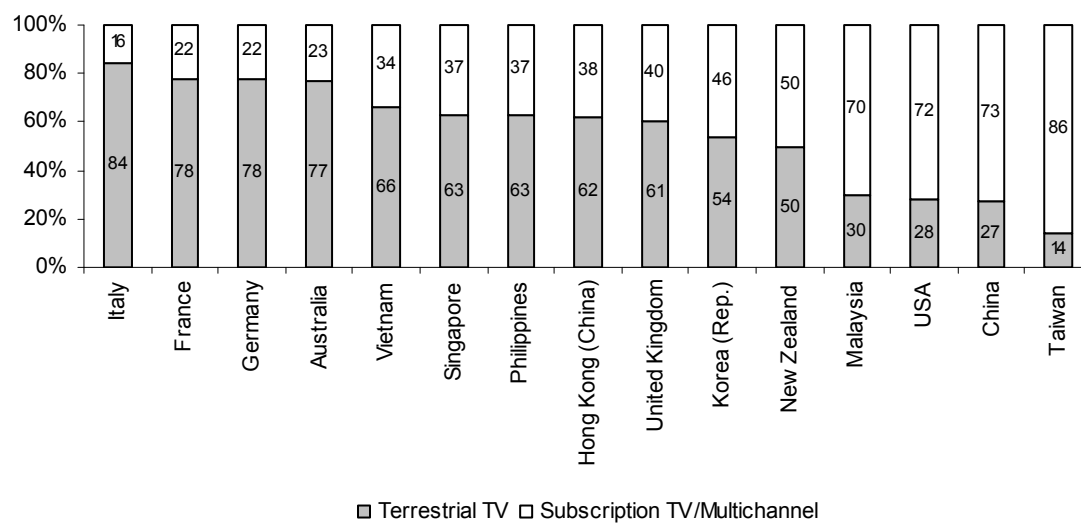
Table 3.13 Audience shares of domestic public service TV broadcasting, selected countries 1991, 2000, and 2008 (per cent)

	1991	2000	2008
Belgium (South.)	23	23	30
United Kingdom	44	49	39
Bulgaria	..	67	14
Spain	57	49	37
Netherlands	47	36	36
Ireland	65	47	40
Italy	49	47	43
Austria	77	57	43
Greece	22	11	17
Cyprus*	..	20	22
Latvia*	..	18	16
Lithuania*	..	10	14
Luxembourg*	..	13	0
Portugal	93	30	30
Poland*	..	46	40
France	33	42	36
Romania*	..	40	8
Sweden	78	44	31
Germany	61	43	29
Slovakia*	..	18	23
Slovenia*	..	33	32
Finland	57	42	45
Denmark	84	68	28
Czech Republic	97	31	29
Hungary*	..	14	17
Estonia*	..	17	17
Iceland*	..	45	48
Norway*	..	41	36
Switzerland*	..	34	34
Croatia*	..	..	46
Macedonia	..	..	12
Serbia*	..	..	36
Turkey*	..	6	4
Ukraine*	..	..	2
Belarus*	..	..	60
Russia*	..	46	49
Japan	30	21	18
USA	4	3*	1
Canada	..	..	4

* Prime-time audience share.

Sources: Ofcom (2009); Statistikcentralen (2010).

Figure 3.22 Terrestrial channels versus subscription-TV viewing shares, selected countries 2009 (per cent)

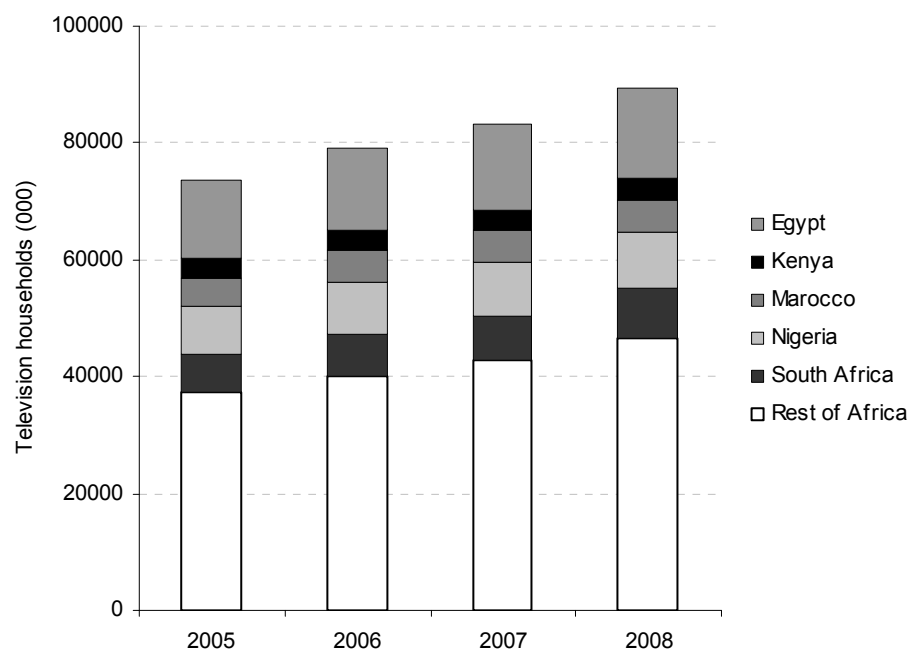


Note: Data for Australia, UK, France, Germany Italy and USA refer to 2008. Total may not fully add up due to rounding error.

Sources: Casbaa (2009a); Ofcom (2009).

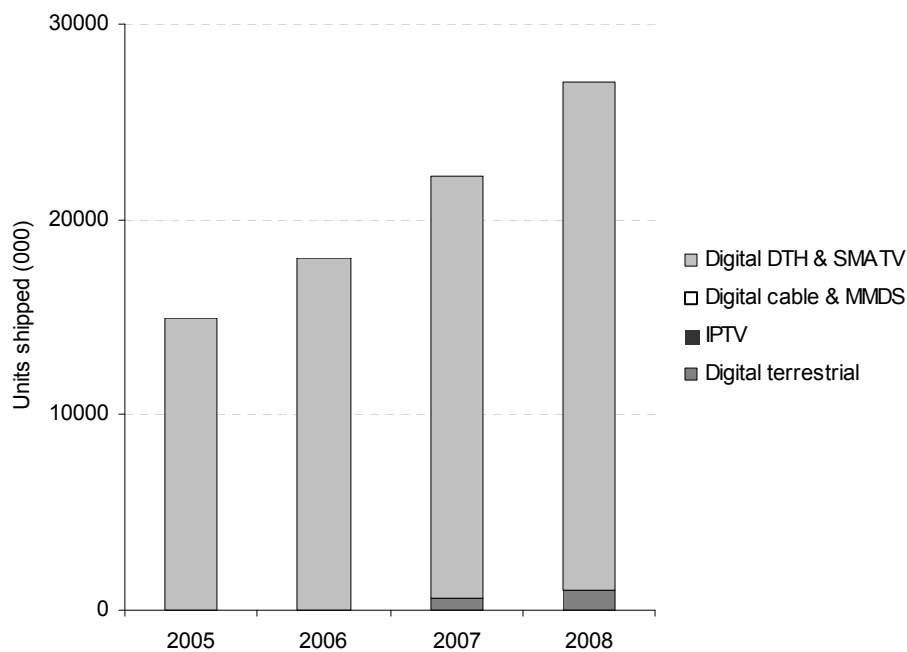
Television by Region

Africa

Figure 4.1 Number of TV households, selected countries 2005-2008 (thousand)

Note: Include North Africa.

Source: IMS Research (2008).

Figure 4.2 Number of digital TV households by platform 2005-2008 (thousand)

Note: Data for 2008 is until June. Include North Africa.

Source: IMS Research (2008).

Table 4.1 TV households in the Sub-Saharan region 2007-2008 (thousand)

	2007	2008
Angola	370	386
Benin	88	92
Botswana	79	82
Burkina Faso	206	214
Burundi	296	308
Cameroon	663	692
Cape Verde	50	53
Central African Republic	253	264
Chad	33	34
Congo	129	135
Côte d'Ivoire	2 472	2 577
Djibouti	51	53
Equatorial Guinea	5	6
Eritrea	106	111
Ethiopia	717	743
Gabon	61	64
Gambia	11	12
Ghana	1 032	1 078
Kenya	1 646	1 720
Lesotho	61	64
Liberia	76	80
Madagascar	870	909
Malawi	154	161
Mali	127	132
Mauritania	98	102
Mauritius	317	325
Mozambique	481	503
Namibia	62	65
Niger	146	153
Nigeria	9 412	9 647
Rwanda	52	53
Senegal	596	623
Seychelles	18	18
Sierra Leone	65	67
Somalia	169	175
South Africa	6 951	7 097
Sudan	988	1 033
Swaziland	29	30
Tanzania	532	555
Togo	73	77
Uganda	926	968
Zambia	574	600
Zimbabwe	705	737
Rest of Sub-Sahara	603	624
Total Sub-Saharan region	32 354	33 422

Source: Informa (2009).

North & South America

Table 4.2 The leading 25 American media companies by revenue and their main media activities 2009 (EUR millions)

	Company	Domicile	Total revenue (€ m)	Media revenue (€ m)	Media share of total revenue (%)	TV	Newspapers	Magazines & periodicals	Books	Radio	Film	Music
1	News Corporation ²	USA	30 423	30 423	100	x	x	x	x	x	x	
2	Time Warner	USA	25 785	25 785	100	x		x	x		x	
3	The Walt Disney Company ^{3,4}	USA	36 149	23 057	64	x		x	x	x	x	x
4	Comcast ⁵	USA	35 756	22 317	62	x						
5	The DirectTV Group	USA	21 565	21 565	100	x						
6	NBC Universal ⁶	USA	15 436	15 436	100	x				x	x	
7	Viacom Inc.	USA	13 619	13 619	100	x					x	x
8	Dish Network	USA	11 663	11 663	100	x						
9	Time Warner Cable	USA	17 868	11 462	64	x						
10	CBS Corporation ⁷	USA	13 015	11 292	87	x			x	x		
11	Cox Enterprises ⁸	USA	14 700	10 800	73	x	x			x		
12	Liberty Global	USA	8 953	8 953	100	x						
13	Advance Publication ⁹	USA	7 630	7 630	100	x	x	x				
14	Cablevision	USA	7 773	6 584	85	x	x					
15	Gannett Co. Inc.	USA	5 613	5 613	100	x	x	x				
16	Rogers Communications	Canada	11 731	5 158	44	x		x		x		
17	Virgin Media	UK/USA	5 934	5 007	84	x						
18	Washington Post	USA	4 570	4 570	100	x	x	x	x			
19	Hearst ¹⁰	USA	4 300	4 300	100	x	x	x		x		
20	Globo	Brazil	4 216	4 216	100	x	x	x	x	x	x	x
21	Grupo Televisa	Mexico	3 869	3 869	100	x		x		x	x	
22	Charter Communications	USA	6 755	3 717	55	x						
23	Discovery Communications	USA	3 516	3 516	100	x						
24	Mc Graw-Hill	USA	5 952	3 342	56				x			
25	Tribune ¹¹	USA	3 200	3 200	100	x	x			x		

¹ Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support etc. Retail sales, theme parks, games etc are not included.

² Fiscal year 2008 (07) - 2009 (06).

³ Fiscal year 2008 (10) - 2009 (09).

⁴ Parks and Resorts, revenue 10 667 USD millions, and Consumer Products, revenue 2 425 USD millions, not included in media revenue.

⁵ In December 2009 Comcast and General Electric announced that they have signed a definitive agreement to form a joint venture, 51 per cent owned by Comcast, 49 per cent owned by General Electric.

⁶ Company created in 2004 by a combination of NBC and Vivendi Universal Entertainment, owned by General Electrics (80%) and Vivendi Universal (20%). Revenue for Universal Parks & Resorts not available and therefore not excluded from media revenue.

⁷ Outdoor advertising not included in media revenue.

⁸ Telecom revenue included in media revenue.

⁹ Fiscal year 2008.

¹⁰ Estimated revenue 2008 (source: Hoovers Inc).

¹¹ Estimated revenue (source: Wall Street Journal).

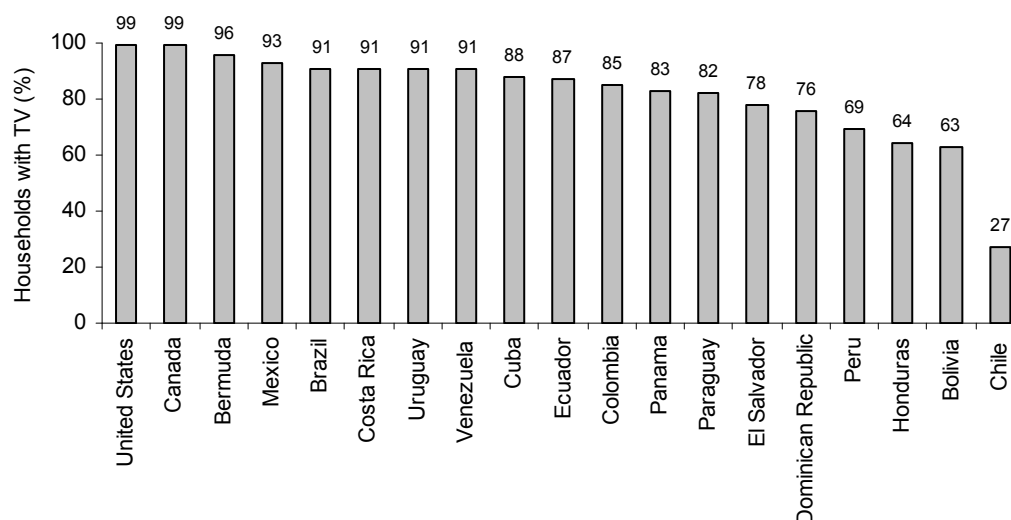
Source: Nordicom.

Table 4.3 Main TV-broadcasting operators in South America by country 2008

	Operator	Country	Operator
Argentina	Telefe (TLF)	Mexico	TV Azteca
	Artear		Televisa
	America 2	Nicaragua	El Canal
	ATC		Canal 10 Nicaragua
Bolivia	Unitel		ESTV
	Red Uno		Nicavision
	Television Boliviana		Telenica
	Bolivision		Panama TV
Brazil	Rede Globo	Paraguay	Red Guarani
	SBT		Telefuturo
	Record		Paravision
	Bandeirante		SNT
Chile	Canal13	Peru	El Trece
	Mega		América Televisión
	Chilevision		Panamericana Television
	TVN		Andina de Televisión
Colombia	Caracol TV Internacional	Rep. Dominican	TV Peru
	Teve Andina		Antena 21
	CNTV (Somision Nacional de Television)		CERTV
Costa Rica	Conexion TV	Uruguay	Aster TV
	Costa Rica TV		ITV
	Repretel		Saeta TV
	Teletica		Monte Carlo Television
Cuba	Instituto Cubano de Radio y Television	Venezuela	Teveo
Equador	TeleAmazonas		Venevisión
	Ecuavisa		Televen
El Salvador	Telecorporación Salvadoreña		Venezolana de Television
Guatemala	El Super Canal		RCTV
	Televisiete		Vive
	Trecevision		
	Latitud		
Honduras	Emisoras Unidas		

Source: Teleco (2010).

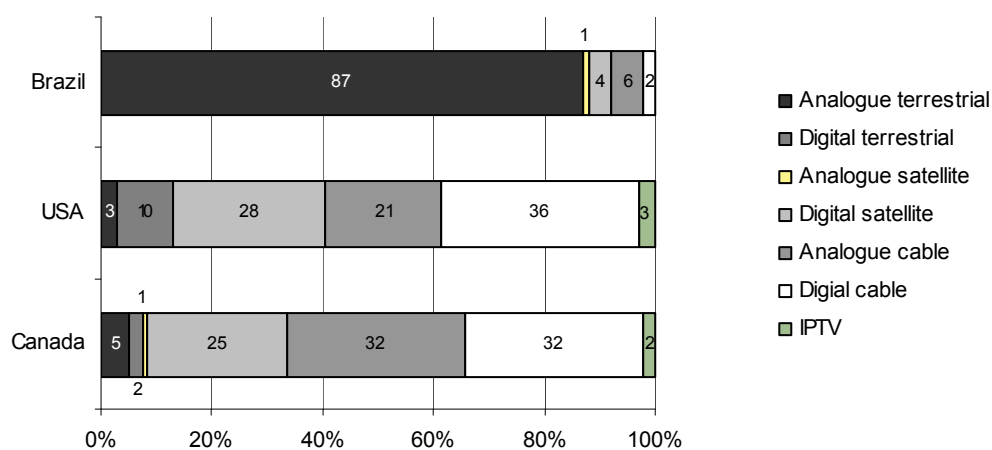
Figure 4.3 Proportion of households with access to TV, selected countries in North and South America 2007 (per cent)



Note: November 2007, or latest year available.

Source: ITU (2008).

Figure 4.4 TV reception devices connected to the main set in the home, Canada, USA and Brazil 2008 (per cent of households)



Source: Ofcom (2009).

Table 4.4 Cable-TV subscribers and penetration in selected South American countries 2007-2008 (million and per cent)

	2007 (million subscribers)	2008	Annual change (%)	Penetration per capita (%)	Household penetration (%)
Argentina	5.85	6.00	3	15.1	54.7
Brazil	3.23	3.80	18	2.0	6.7
Chile	0.87	0.90	3	5.3	18.3
Colombia	1.97	3.00	52	6.2	28.4
Mexico	4.36	4.82	11	4.5	15.3
Peru	0.71	0.96	36	3.3	13.5
Venezuela	1.55	1.79	15	6.4	26.1

Source: BuddeComm (2009).

Table 4.5 Digital switchover timeline in North and South America, selected countries

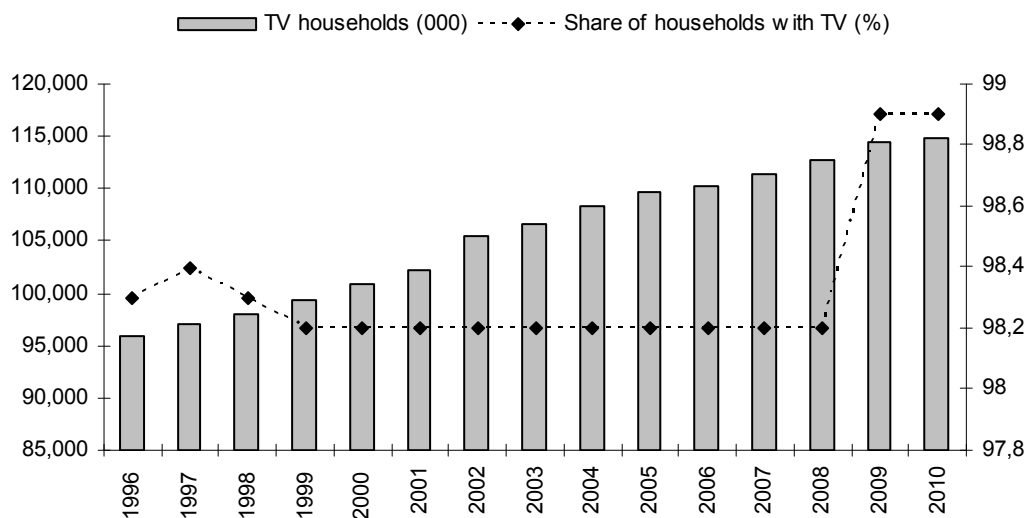
	Switch over
USA	1 Jun 2009
Canada	31 Aug 2011
Brazil	1 Jan 2016
Colombia	1 Jan 2020
Mexico	31 Dec 2021

Source: OECD (2009b); Teleco (2010).

Table 4.6 Key TV-metrics indicators, USA and Canada 2008 (GBP and per cent)

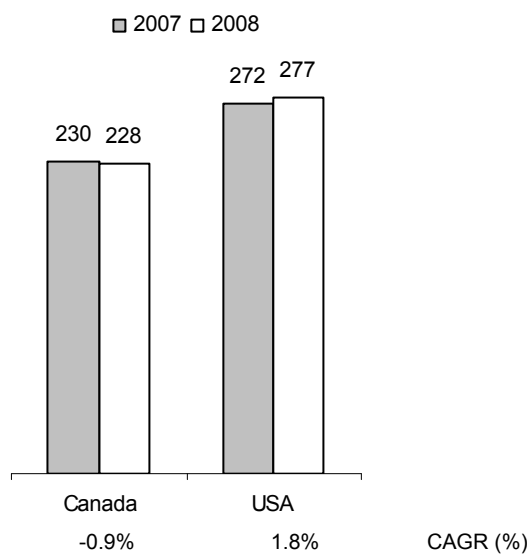
	USA	Canada
Ads, subscriptions and public funds (£bn)	81.3	3.1
Revenues per head (£)	268	93
from advertising	51	78
from subscription	29	54
from public funding	1	13
Largest TV platform (% of HH)	Digital cable (36)	Analogue cable (32)
Share of largest channel (%)	7	8

Source: Ofcom (2009).

Figure 4.5 Number of TV households in the USA 1996-2010 (thousand and per cent)

Note: 2009 growth is partially due to Nielsen's update of the national TV penetration estimates for HH by Race & Ethnicity. Data for 2010 refer to January-May.

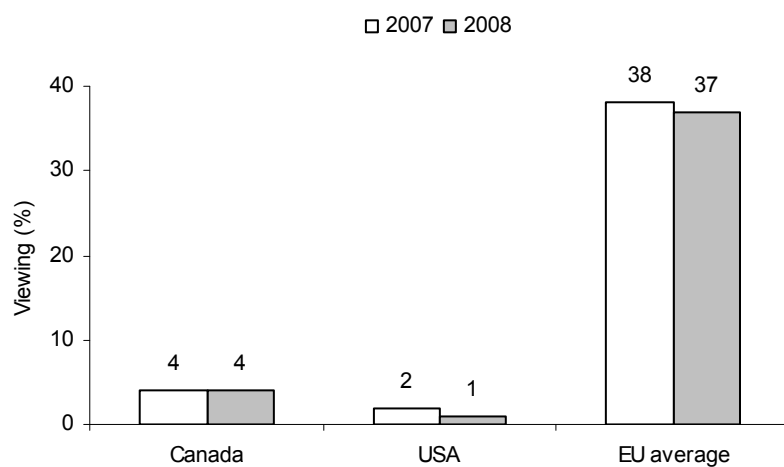
Source: Television Bureau of Advertising (2010).

Figure 4.6 Television viewing per person in Canada and USA 2007-2008 (minutes per day)

Note: Based on national audience measurement systems.

Source: Ofcom (2009).

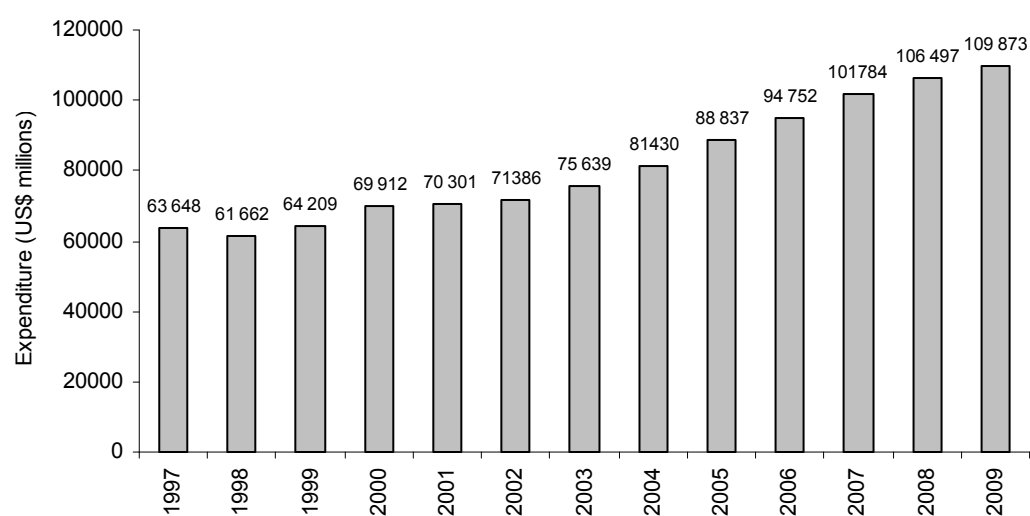
Figure 4.7 Public-service TV broadcasting, share of viewing, USA and Canada 2007 and 2008 (per cent)



Note: EU average is based on 9 European countries.

Source: Ofcom (2009).

Asia & the Pacific

Figure 4.8 Advertising expenditure in Asia and the Pacific 1997-2009 (USD millions)

Source: WAN (2009).

Table 4.7 Net advertising revenue by region 2008 (USD millions)

	All advertising expenditure 2008 (USDm)	Advertising expenditure as % of Asia-Pacific	TV advertising expenditure 2008 (USDm)	TV share (%)
Australasia	9 428	8.1	2 941	31.2
North Asia	91 851	79.2	4 394	47.8
South Asia	5 134	4.4	1 956	38.1
South East Asia	9 492	8.2	5 179	54.6
Asia-Pacific	115 906	100.0	54 017	46.6

Source: Casbaa (2009b).

Table 4.8 Net advertising revenue by country 2008 (USD millions and per cent)

	All advertising expenditure 2008 (US\$ m)	Advertising expenditure as a % of Asia-Pacific (%)	TV advertising expenditure 2008 (US\$ m)	TV share (%)
Australia	8 097	7.0	2 535	31.3
Bangladesh	142	0.1	51	36.1
China	34 818	30	21 594	62.0
Hong Kong	4 242	3.7	1 634	38.5
India	4 738	4.1	1 741	36.7
Indonesia	2 626	2.3	1 661	63.3
Japan	45 659	39.4	18 317	40.1
Malaysia	1 707	1.5	575	33.7
New Zealand	1 331	1.1	406	30.5
Pakistan	255	0.2	164	64.4
Philippines	1 351	1.2	1 038	76.8
Singapore	1 043	0.9	329	31.6
South Korea	5 522	4.8	1 772	32.1
Taiwan	1 61	1.4	624	38.7
Thailand	2 182	1.9	1 157	53.0
Vietnam	584	0.5	420	71.9

Note: South Korea, Malaysia and Vietnam are gross figures.

Source: Casbaa (2009b).

Table 4.9 TV households and subscription-TV penetration by region 2009 (thousand and per cent)

Region	Population as a % of Asia-Pacific	TV households (000)	Multichannel households (000)	Multichannel HH as % of TV HH
Australasia	0.7	9 648	3 454	35.8
North Asia	45.1	462 220	205 688	44.5
South Asia	38.9	156 566	102 394	65.4
South East Asia	15.2	94 014	13,632	14.5
Other	..	..	1 000	..
Asia & the Pacific	100.0	721 610	326 168	45.2

Note: As of September 2009. TV households are estimated based on data from Casbaa (2009).

Source: Casbaa (2009c).

Table 4.10 TV households by country 2009 (thousand and per cent)

	Population as % of Asia & the Pacific	TV households (000)	TV households (%)
Australia	0.6	8 009	99
China	39.1	385 680	96
Hong Kong	0.2	2 281	99
India	34.1	140 131	64
Indonesia	7.1	37 143	60
Japan	3.7	48 367	100
Malaysia	0.8	5 518	91
New Zealand	0.1	1 586	98
Pakistan	4.8	16 422	68
Philippines	2.7	13 588	75
Singapore	0.1	1 110	100
South Korea	1.4	17 872	100
Taiwan	0.7	7 619	100
Thailand	1.9	17 927	96
Vietnam	2.6	18 950	86

Note: As of September 2009.

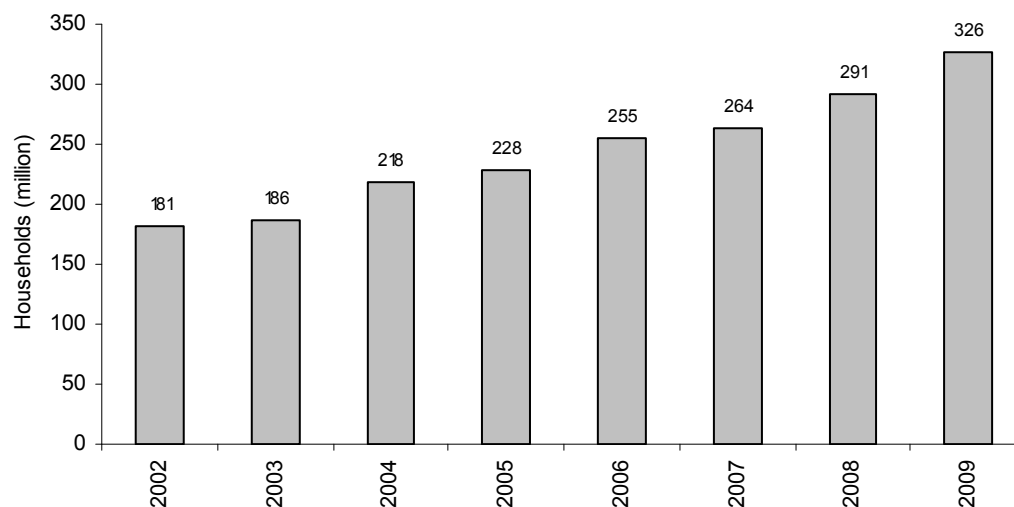
Source: Casbaa (2009c).

Table 4.11 Subscription-TV penetration by country 2009 (thousand and per cent)

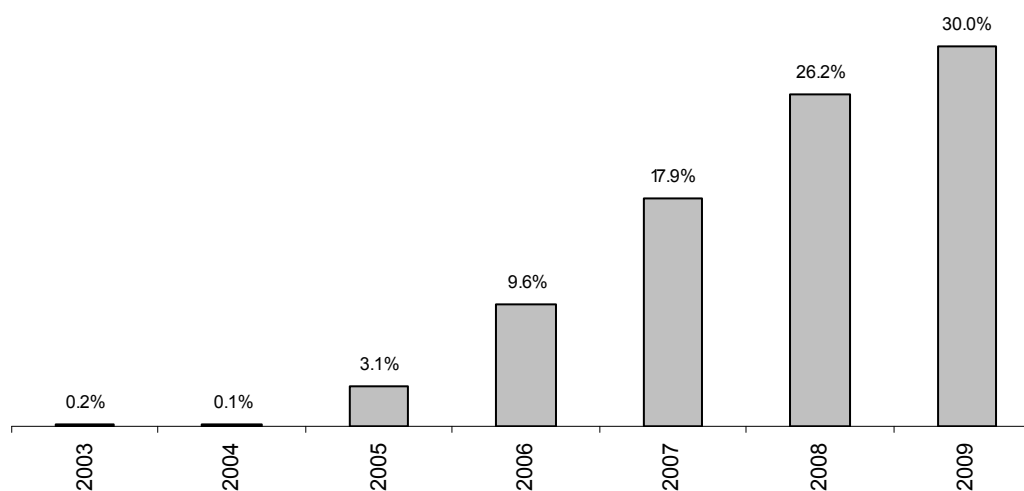
Country	Multichannel households (000)	% of TV households
Australia	2 675	33
China	167 534	43
Hong Kong	1 642	72
India	95 004	68
Indonesia	1 300	4
Japan	11 733	24
Malaysia	2 743	50
New Zealand	779	48
Pakistan	7 390	45
Philippines	1 630	12
Singapore	630	57
South Korea	17 693	99
Taiwan	7 085	93
Thailand	4 123	23
Vietnam	3 205	17
Others	1 000	..

Note: As of September 2009.

Source: Casbaa (2009c).

Figure 4.9 Growth of subscription-TV households 2002-2009 (million)

Source: Casbaa (2009b).

Figure 4.10 Growth of digital TV subscribers in China 2003-2009 (per cent)

Note: As percentage of total cable TV subscribers.

Source: Arab Media Outlook (2010).

Table 4.12 Average household TV viewing time selected countries 1997-2008 (hours per day)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Australia	3.22	3.23	3.18	3.22	3.30	3.28	3.18	3.12	3.18	3.23	3.18	..
Japan	3.57	3.70	3.58	3.75	3.85	3.62	3.70	3.92	3.72	3.72	3.63	3.78
New Zealand	2.77	2.83	2.77	2.80	2.80	2.85	2.88	2.88	2.78	2.93	2.88	..
South Korea	3.05	..	..	..	..	..	..	3.17	..	3.20	3.00	..

Source: OECD (2009b).

Table 4.13 Number of produced television programs by genre in China 2003-2007 (thousand)

	2003	2004	2005	2006	2007
Production of TV programs	2 109	2 117	2 554	2 618	2 553
News programs	..	474	638	646	595
Special subject programs	..	486	526	540	546
General entertainment programs	..	321	382	407	388
TV play programs	..	168	193	71	96
Advertising programs	..	427	525	589	585
Others	..	241	289	363	342

Source: China Statistical Yearbook (2008).

Table 4.14 Digital switchover timeline in Asia & the Pacific

	Switchover
Japan	2011
Hong Kong (China)	2012
New Zealand	2012
South Korea	2012
Australia	2013
China	2015
India	2015

Note: New Zealand switch-off will be decided 2012 or when 75% of the population has moved to digital services.

Source: Teleco (2010); OECD (2009b).

Europe

Table 4.15 The 25 leading European media companies by revenue and their main media activities 2009 (EUR millions)

	Company	Domicile	Total revenue (€ m)	Media revenue ¹ (€ m)	Media share of total revenue (%)	TV	Newspapers	Magazines & periodicals	Books	Radio	Film
1	Bertelsmann AG	Germany	15 364	15 364	100	x	x	x	x	x	x
2	Vivendi ²	France	27 132	8 893	33	x		x	x		
3	Lagardère	France	7 892	7 892	100	x	x	x	x	x	
4	BSkyB ³	Great Britain	7 445	7 445	100	x					
5	Reed Elsevier	Netherlands/UK	6 911	6 911	100			x	x		
6	ARD	Germany	6 385	6 385	100	x				x	
7	Pearson	UK	6 315	6 315	100		x	x	x		
8	BBC ⁴	UK	5 798	5 798	100	x		x		x	
9	Mediaset ⁵	Italy	3 883	3 883	100	x					
10	Virgin Media	UK/USA	4 272	3 604	84	x					
11	Wolters Kluwer	Netherlands	3 425	3 425	100			x	x		
12	RAI ⁶	Italy	3 210	3 210	100	x				x	
13	Grupo Prisa	Spain	3 209	3 209	100	x	x	x		x	
14	Bonnier	Sweden	2 906	2 906	100	x	x	x	x		x
15	ProSiebenSat.1	Germany	2 761	2 761	100	x					
16	France Télévision ⁶	France	2 750	2 750	100	x					
17	Springer Verlag	Germany	2 612	2 612	100		x	x			
18	Verlagsgruppe Georg von Holtzbrink ⁶	Germany	2 589	2 589	100		x		x		
19	Sanoma	Finland	2 768	2 368	86	x	x	x	x	x	x
20	TF1- Société Télévision Française	France	2 365	2 365	100	x					
21	Hubert Burda Media ⁶	Germany	2 297	2 297	100	x		x		x	
22	RCS MediaGroup	Italy	2 206	2 206	100		x	x	x	x	
23	Daily Mail & General Trust	UK	2 378	2 182	92		x	x		x	
24	ITV Plc	UK	2 110	2 110	100	x					
25	Mattby Capital/EMI Group ⁷	UK	1 967	1 967	100						

¹ Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support, etc. Retail sales, theme parks, games etc. are not included.

² Telecom (SFR and Maroc Telecom), revenue 15 089 Euro millions, and games, revenue 3 038 Euro millions, not included in media revenue.

³ Fiscal year 2008 (07) - 2009 (06).

⁴ Fiscal year 2008 (04) - 2009 (03).

⁵ Revenue for the advertising agency Publitalia 80 unknown and therefore not excluded from media revenue.

⁶ Fiscal year 2008.

⁷ Fiscal year 2008 (04) - 2009 (03).

Source: Nordicom (2010).

Table 4.16 The 30 leading European TV companies 2005-2008 (EUR millions)

Rank	Company	Domicile	Activity	2005	2006	2007	2008
1	British Sky Broadcasting Ltd	UK	TV	5 384	5 571	6 015	5 323
2	BBC Home Service	UK	TV+R	4 479	4 810	4 289	3 807
3	RAI	IT	TV+R	2 875	2 934	3 002	3 058
4	Reti Televisive Italiane R.T.I.	IT	TV	2 477	2 342	2 577	2 725
5	Sky Italia	IT	TV	1 884	2 235	2 479	2 669
6	France Télévisions ¹	FR	TV	..	2 641	2 704	2 579
	France 2	FR	TV	1 632	1 751	1 733	..
	France 3	FR	TV	1 480	1 544	1 597	..
	France 5	FR	TV	..	302	315	..
	Réseau France Outremer	FR	TV	..	260	281	..
	France 4	FR	TV	..	38	51	..
7	ITV PLC	UK	TV	3 178	3 254	2 833	2 125
	ITV Broadcasting Ltd	UK	TV	237	210	..	..
	ITV Network Ltd	UK	TV	1 497	1 674	..	..
	London Weekend Television Ltd	UK	TV	607	517	..	..
	Granada Television	UK	TV	512	453	..	..
	ITV Central Ltd	UK	TV	401	368	..	..
8	ZDF	DE	TV	2 062	1 966	1 927	1 922
9	Canal Plus	FR	TV	1 578	1 651	1 779	1 861
10	TF1	FR	TV	1 737	1 798	1 824	1 759
11	RTL Television GmbH	DE	TV	1 660	1 706	1 693	1 704
12	WDR-Westdeutscher Rundfunk	DE	TV+R	1 258	1 298	1 311	1 293
13	Canal Satélite Digital	ES	TV	945	976	1 188	1 202
14	SWR-Südwestrundfunk	DE	TV+R	1 051	1 081	1 096	1 099
15	SRG-SSR idée suisse (cons.)	CH	TV+R	1 026	995	983	1 099
16	NDR	DE	TV+R	1 030	1 042	1 042	1 050
17	Sociedad mercantil estatal Television espanola	ES	TV	..	..	1 014	982
	TVE	ES	TV	912	962	..	..
18	Sky Deutschland AG	DE	TV	..	1 887	1 083	980
19	ORF	AT	TV+R	999	918	986	943
20	BR-Bayerischer Rundfunk	DE	TV+R	928	957	955	928
21	Gestevisión Telecinco S.A.	ES	TV	805	846	926	838
22	Channel 4	UK	TV	1 073	1 037	973	771
23	NOS	NL	TV+R	705	553	768	763
24	Métropole Télévision (M6)	FR	TV	712	741	770	758
25	Sat.1 Satellitenfernsehen GmbH	DE	TV	866	886	841	743
26	ProSieben Television GmbH	DE	TV	761	743	734	731
27	Antena 3 de Televisión (M6)	ES	TV	865	870	878	722
28	CLT-UFA S.A.	LU	TV	569	639	687	681
29	QVC Deutschland (cons.)	DE	TV	629	674	634	654
30	MDR Mitteldeutscher Rundfunk	DE	TV	..	646	622	630

¹ The various public television companies were merged in France Télévisions 1 January 2010.

Note: Unconsolidated operating revenues. Numbers are rounded to whole figures.

Sources: EAO (2008, 2009).

Table 4.17 The leading European commercial television groups, breakdown of turnover by activity 2008 (EUR millions)

Company	Domicile	TV advertising	Other advertising	Inter-activity revenues	Subscriptions/ Distribution fees	Rights & sales of programmes	Other	Total ¹
British Sky Broadcasting	UK	361		56	5 144	..	718	6 279
RTL Group	DE	4 394	332	..	..	1 255	64	5 774
Gruppo Mediaset	IT	3 345	58	..	200	382	216	4 198
ProSiebenSat.1 Media AG	DE	2 468	36	..	..	..	531	3 034
Groupe TF1	FR	1 834	..	38	288	353	120	2 595
ITV plc	UK	1 554	45	..	..	652	214	2 125
Prisa	ES	492	..	..	1 141	..	348	1 981
Group Canal Plus	FR	128	..	..	1 636	..	49	1 813
Modern Times Group	SE	520	72	165	409	16	16	1 198
Premiere AG	DE	31	..	..	941	..	140	1 112
Central European Media Enterprises	UK/ Bermuda	724	..	..	..	..	..	724
ITI Group	PL	488	..	58	77	..	88	682

Sources: (EAO 2008, 2009).

Table 4.18 The 30 leading European private TV companies financed by advertising 2003-2008 (EUR millions)

Rank	Company	Domicile	2003	2004	2005	2006	2007	2008
1	ITV Broadcasting Ltd ¹	UK	279	231	237	210	1660	..
	Granada Television	UK	544	441	512	453	..	..
	London Weekend Television Ltd	UK	599	510	607	517	..	..
	ITV Central Ltd	UK	640	451	401	368	..	..
	Carlton Broadcasting Ltd 1	UK	458	367	367	335	..	..
	Yorkshire Television Ltd 1	UK	382	358	348	324	..	..
	ITV Meridian 1	UK	419	316	292	254	61	..
	ITV Wales & West Ltd 1	UK	189	145	147	135	30	..
2	Reti Televisive Italiane R.T.I (R.T.I)	IT	2138	2350	2477	2342	2577	..
3	TF1	FR	1596	1710	1737	1798	1824	1759
4	RTL Television GmbH	DE	1816	1708	1660	1706	1693	1704
5	ITV Network Ltd	UK	1306	1422	1497	1674	..	...
6	Gestevisión Telecinco S.A.	ES	564	694	805	846	926	838
7	Antena 3 de Televisión (M6)	ES	539	697	865	870	878	722
8	Métropole Télévision (M6)	FR	659	673	712	741	770	758
9	Sat.1 Satellitenfernsehen GmbH	DE	776	812	866	886	841	742
10	ProSieben Television GmbH	DE	687	767	761	743	734	731
11	Vox Film- und Fernseh GmbH	DE	298	293	348	400	450	492
12	CET 21 (Nova TV)	CZ	157	166	185	195	437	...
13	CLT-UFA (Netherlands TV advertising income) ²	LU	..	..	358	350	408	436
	RTL Nederland	LU	237	250	..	..	..	..
	Yorin TV B.V. 2	NL	72	61	..	..	..	..
14	Telekompanya NTV	RU	164	..	258	311	381	427
15	SBS Nederland B.V. ³	NL	222	269	..	..	..	418
16	Sogecable (Cuatro)	ES	..	..	14	185	288	414
17	TVN SA:	PL	137	169	204	261	384	405
18	Viasat Broadcasting UK Ltd	UK	259	299	330	364	370	370
19	Channel 5 Broadcasting Ltd	UK	367	405	465	466	459	361
20	RTL 2 Fernsehen GmbH	DE	337	296	279	249	245	289
21	Vlaams Media Maatschappij (VTM)	BE	232	256	244	259	272	281
22	TV4 AB	SE	207	221	239	287	281	256
23	Kabel 1 Fernsehen	DE	192	195	224	257	283.	250
24	TV2 AS	NO	176	197	217	248	275	248
25	Telewizja Polsat	PL	154	157	187	188	248.	245
26	MTV Oy	FI	162	180	174	177	247	232
27	Pro TV S.A.	RO	..	16	28	123	145	174
28	Teletypos S.A.	GR	118	128	192	145	174	161
29	TVI - Televisão Independente	PT	122	137	149	156	159	166
30	Eleftheri Tileorassi S.A.	GR	..	67	72	87	119	147

¹ The various regional ITV companies were merged in ITV Broadcasting in 2007.

² Since 2005, the broadcasting activities of channels RTL4, RTL5 and RTL7 has been under the responsibility of CLT-UFA S.A., of the RTL Group.

³ The SBS group was taken over in 2007 by ProSiebenSat 1 Media AG in 2007 and fully consolidated in 2008. As data for the Dutch subsidiary are not published, EAO consider for 2008 the group turnover realised in the Netherlands and Belgium.

Note: Unconsolidated operating revenues. Numbers are rounded to whole figures.

Sources: EAO (2008, 2009).

Table 4.19 The 30 leading European public television and radio companies 2005-2008 (EUR millions)

Rank	Company	Domicile	Activities	2005	2006	2007	2008
1	BBC Home Service	UK	TV+R	4 479	4 810	4 289	3 807
2	RAI	IT	TV+R	2 875	2 934	3 002	3 058
3	France Télévisions ¹	FR	TV	2 785	2 961	3 047	2 870
	France 2	FR	TV	1 657	1 751	1 733	..
	France 3	FR	TV	1 498	1 544	1 598	..
	France 5	FR	TV	290	302	315	..
	Réseau France Outremer	FR	TV	..	260	281	..
4	ZDF	DE	TV	2 062	1 966	1 927	1 922
5	WDR-Westdeutscher Rundfunk	DE	TV+R	1 258	1 298	1 311	1 293
6	SWR-Südwestrundfunk	DE	TV+R	1 051	1 081	1 096	1 099
7	SRG-SSR idee suisse (cons.)	CH	TV+R	1 026	995	983	1 099
8	NDR-Norddeutscher Rundfunk	DE	TV+R	1 030	1 042	1 042	1 050
9	Sociedad Mercantil Estatal Television Espanola S.A.	ES	TV	..	..	1 014	982
	Television Espanola S.A.	ES	TV	912	962	..	..
10	ORF	AT	TV+R	999	918	986	943
11	BR-Bayerischer Rundfunk	DE	TV+R	928	957	955	928
12	NOS	NL	TV+R	705	553	768	763
13	Channel 4	UK	TV	1 073	1 037	974	701
14	MDR-Mitteldeutscher Rundfunk	DE	TV+R	615	646	622	630
15	Pervyi Kanal (Channel one)	RU	TV	392	476	575	608
16	VGTRK	RU	TV+R	373	517	615	599
17	Telewizja Polska	PL	TV	475	504	589	536
18	Danmarks Radio	DK	TV+R	458	457	484	500
19	TRT	TR	TV+R	335	..	..	473
20	HR-Hessischer Rundfunk	DE	TV+R	447	449	459	452
21	VRT	BE	TV+R	406	469	453	449
22	RTE (cons.)	IE	TV+R	370	405	441	441
23	NRK	NO	TV+R	457	464	496	439
24	Yleisradio Oy	FI	TV+R	415	396	409	398
25	RBB-Rundfunk Berlin Brandenburg	DE	TV+R	381	394	393	392
26	Televisió de Catalunya S.A.	ES	TV	167	166	157	382
27	ERT ²	GR	TV+R	274	322	360	374
28	Sveriges Television AB	SE	TV	444	453	427	364
29	RTBF	BE	TV+R	306	316	311	317
30	ARTE France (S.E.P.T.)	FR	TV	282	285	302	316

¹ The reform of public TV sector in 2008 included the merger of France 2, France 3, France 5, and Réseau France Outremer.

Note: Unconsolidated operating revenues. Numbers are rounded to whole figures.

Sources: EAO (2008, 2009).

Table 4.20 Financial performance of public television and radio and companies by country 2004-2008 (EUR thousands)

	2004	2005	2006	2007	2008
Austria	967 104	990 010	917 642	985 491	943 038
Belgium ¹	671 136	716 910	790 328	770 209	772 111
Czech Rep. ¹	141 025	155 770	198 810	304 108	324 624
Germany	7 808 226	8 230 101	8 287 652	8 270 765	8 241 162
Denmark	691 908	710 463	735 965	826 617	849 436
Estonia	14 182	13 898	16 673	27 725	32 065
Spain	1 653 728	1 534 057	1 621 433	1 833 759	2 136 065
Finland	368 459	415 302	396 374	409 051	397 517
France	4 114 701	4 152 653	4 386 867	4 549 166	4 216 934
United Kingdom	6 162 470	6 404 492	6 848 997	6 178 605	5 306 559
Greece	263 898	273 477	321 943	360 059	373 968
Hungary	116 253	117 420	122 459	163 599	138 840
Ireland	342 882	369 888	405 021	441 152	440 760
Italy	2 943 651	2 942 754	2 991 272	3 066 015	3 110 315
Lithuania	17 300	17 300	19 800	23 900	25 900
Latvia	13 206	15 659	18 933	29 800	..
Malta	7 103	5 738	5 615	6 475	..
Netherlands	853 056	822 393	679 988	893 300	843 000
Poland	402 450	474 499	504 119	668 360	597 441
Portugal	184 526	181 754	188 923	318 200	298 348
Romania	106 565	119 880	148 411	..	..
Sweden	484 913	479 353	488 354	461 460	593 948
Slovenia	108 784	109 833	116 880	114 524	114 171
Slovakia ¹	60 755	59 943	64 361	92 047	104 244
EUR 27 ^{1,2}	28 498 281	29 330 847	30 294 150	32 179 527	30 140 062

¹ Data are estimates.² Bulgaria and Cyprus not included, and Luxembourg has no public television.

Note: Operating revenues.

Sources: EAO (2008, 2009).

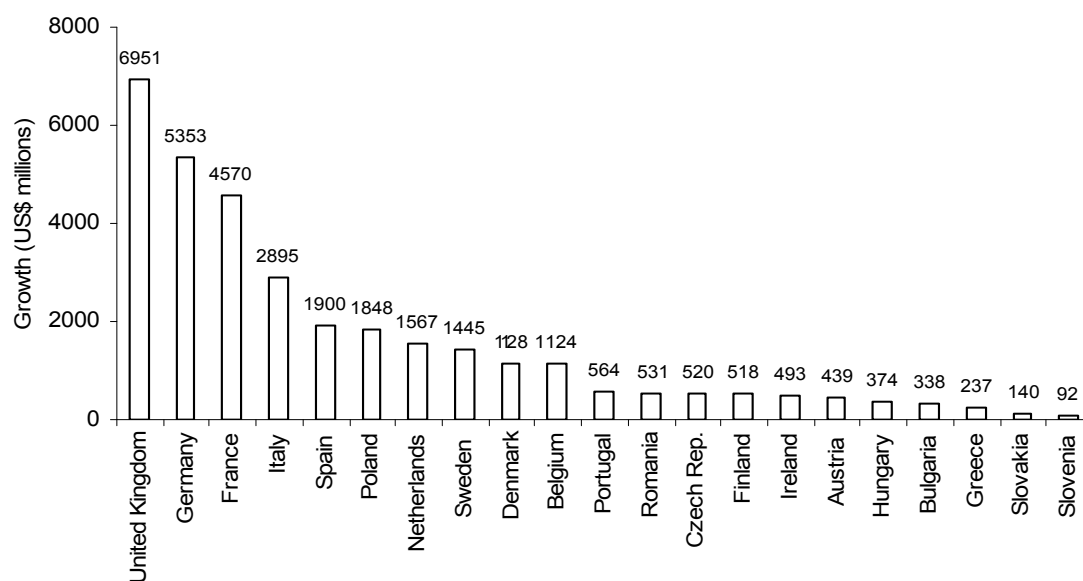
Table 4.21 Financial performance of private television companies financed by advertising by country 2002-2008 (EUR thousands)

	2002	2003	2004	2005	2006	2007	2008
Austria	9 643	17 030	25 697	42 569	53 457	46 095	..
Belgium	376 728	407 669	441 269	434 791	469 096	509 532	517 690
Bulgaria	33492	41 693	54 466	73132	94661	125 016.	133 810
Czech Rep.	185 676	220 608	250 130	273 264	391 190	517 198	..
Germany	4 415 848	4 373 868	4 256 636	4 388 379	4 568 705	4 288 799	4 208 365
Denmark	19 335	18 605	18 798	22 786	34 873	37 094	..
Estonia ¹	11 479	14 142	15 771	18 480	23 498	28 408	27 714
Spain	1 053 551	1 103 346	1 391 391	1 667 946	1 791 968	2 272 832	2 108 754
Finland	201 247	213 401	241 645	250 134	305 444	384 400	374 133
France	2 182 500	2 255 400	2 383 000	2 448 000	2 539 000	2 594 000	2 517 000
United Kingdom ^{2,3}	5 743 099	5 288 213	5 545 633	5 875 143	5 797 789	4 005 793	3 121 637
Greece	451 619	430 789	471 794	571 554	568 851	650 722	671 632
Hungary	180 257	183 476	230 129	241 066	254 074	260 649	271 385
Ireland	39 910	41 376	43 003	48 499	53 605	62 416	61 550
Italy	2 080 120	2 227 401	2 442 819	2 580 638	2 453 491	2 703 681	2 847 973
Lithuania ¹	16 467	18 318	20 282	21 194	51 773	61 097	..
Latvia	12 964	12 791	15 240	19 543	25 250	32 902	..
Netherlands/Luxembourg ⁴	499 855	533 076	581 551	961 066	1 042 331	1 039 962	1 081 918
Poland	324 843	305 995	342 938	406 703	467 092	653 714	669 538
Portugal	237 740	253 201	285 669	283 673	289 857	294 797	309 701
Romania ⁵	63 432	76 883	98602	141 459	237 255	227 012	258 206
Sweden	274 918	286 266	309 143	335 348	401 051	401 429	363 565
Slovenia	33 864	29 430	33 322	41 344	41 323	47 311	58 179
Slovakia ¹	36 614	39 771	43 335	45 713	53 392	88 206	108 280
EU27 ¹	18 485 201	18 394 751	19 542 263	21 192 424	21 588 100	4 787 197	..
Growth 2002-2007 (%)	-1.6	-0.5	6.0	8.4	3.2	0.7	..

¹ Data are estimates.² The data series have been reviewed. In comparison with previous editions, data includes the consolidated operating revenues of IPTV PLC, rather than individual companies of the ITV group.³ Include revenues of companies targeting the Nordic countries (Kanal 5, SBS Broadcasting network, SBS Danish Television, Viasat Broadcasting).⁴ Data 2005 not comparable with previous years.⁵ Data 2006 not comparable with previous years.

Note: Operating revenues.

Sources: EAO (2008, 2009).

Figure 4.11 Pay-TV revenue growth in EU27 2009 (USD millions)

Note: Data refer to January- April 2009.

Source: ACT (2009).

Table 4.22 Television licence fee 2003 and 2009 (EUR thousands)

	2003	2009
Austria (Vienna)	222	277
Belgium (South)	...	100
Czech Republic	29	61
Germany	194	216
Denmark	280	298
Finland	165	224
France	117	118
Hungary ¹	35	..
Ireland	150	160
Italy	97	108
Norway	253	238
Poland	38	48
Portugal	..	...
Romania	9	12
Sweden	196	191
Switzerland	194	192
United Kingdom	170	168

¹In 2002 the government decided not to collect the licence fee and to allocate fundings from the budget any more.

Sources: EAO (2008, 2009).

Table 4.23 Distribution of advertising expenditure 2008 (EUR millions)

	TV	Newspapers	Magazines	Radio	Cinema	Outdoor	Internet
Austria	595	1 368	463	166	14	174	202
Belgium	870	806	299	285	23	161	286
Czech Rep.	361	137	110	52	3	45	53
Germany	4 484	7 301	2 974	790	85	895	2 975
Denmark	314	692	178	34	8	62	415
Spain	3 044	1 612	617	629	31	386	628
Finland	298	739	219	56	3	49	178
France	3 304	2 647	1 936	742	75	1 123	1 821
Greece	819	279	708	107	..	..	40
Hungary	318	130	157	41	3	90	82
Ireland	363	810	32	148	10	195	20
Italy	4 596	1 658	1 391	488	58	227	799
Netherlands	867	14 46	758	279	5	164	794
Norway	387	857	150	72	17	66	345
Poland	1 042	325	281	179	35	177	253
Portugal	1 232	470	234	99	16	142	..
Sweden	519	1 113	262	76	11	110	504
Switzerland	402	1 056	460	83	19	431	47
United Kingdom	4 804	5 173	1 992	572	258	1 181	4214
EU19	28 619	28 619	13 221	4 898	666	5 678	13 656

Note: Data do not include direct mail and directories.

Sources: EAO (2008, 2009).

Table 4.24 Market share of TV-advertising expenditures as a percentage of total advertising expenditure 2000-2008 (per cent)

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Austria	23.0	22.2	22.2	22.0	22.3	21.5	22.0	21.9	20.0
Belgium	33.8	36.3	36.5	36.1	35.8	34.5	35.2	35.5	31.9
Czech Rep.	45.1	46.9	48.3	48.3	49.1	48.8	47.1	48.9	47.5
Germany	25.5	26.4	25.8	26.2	26.1	26.1	26.3	26.0	23.0
Denmark	18.0	18.0	18.5	21.0	21.5	20.9	19.4	18.5	18.4
Spain	41.6	39.2	40.1	41.4	43.2	43.9	43.6	43.4	43.9
Finland	19.3	18.7	19.6	19.7	20.1	19.8	20.1	20.4	19.3
France	29.7	29.6	30.5	31.4	32.0	31.7	32.0	34.4	28.4
Greece	55.2	54.4	53.8	50.6	48.2	46.1	43.9	45.5	41.9
Hungary	41.1	39.5	40.1	40.6	42.2	40.3	40.0	40.2	38.7
Ireland	19.1	17.8	18.2	19.2	19.6	22.0	21.9	23.6	23.0
Italy	49.9	49.4	51.6	52.7	54.2	54.0	52.9	52.0	49.9
Luxembourg	9.9	10.2	9.6	10.6	11.8	..	10.1	9.5	10.9
Netherlands	19.5	19.3	20.2	21.6	22.1	21.8	19.9	19.7	20.1
Norway	24.3	24.7	25.3	25.4	24.5	22.1	22.2	21.0	20.4
Poland	56.9	62.2	62.6	60.7	55.7	51.4	49.1	48.4	45.5
Portugal	51.1	55.3	58.0	54.1	55.4	55.6	55.8	55.9	56.2
Sweden	20.1	19.8	20.2	21.0	21.0	20.9	20.3	19.6	20.0
Switzerland	12.3	12.2	14.1	15.2	16.0	16.3	16.3	16.1	16.1
United Kingdom	31.6	29.6	30.9	30.1	29.6	29.5	27.8	26.9	26.4
EU19	28.8	28.7	29.5	29.9	30.2	30.2	..	..	30.0

Note: Total adspend includes classified advertising, Internet and directories. Data have been reviewed between editions. Table of 2008 is based on the latest edition.

Sources: EAO (2008, 2009).

Table 4.25 TV and communication technology by country 2008 (thousand households and per cent of TV households)

	Households (000)	TV Households (%)	TV Households (000)	TV Flat Screen (% of TV HH)	PC (% of HH)
Austria	3 537	97.2	3 438	22.0	65.1
Belarus	3 698	95.6	3 535	..	..
Belgium	4 895	98.7	4 831	18.2	65.0
Bulgaria	2 922	98.9	2 890	26.7	..
Croatia	1 477 ¹	97.5	1 440	..	49.5
Cyprus	263	100.0	263	..	..
Czech Republic	4 060	97.7	3 966	17.6	47.7
Denmark	2 547	97.6	2 486	43.4	75.9
Estonia	582	97.9	570	..	51.1
Finland	2 442	92.0	2 236	34.0	79.0
France	27 599	98.0	25 516	39.8	..
Germany	39 722	95.3	34 260	..	68.0
Greece	3 780	100.0	3 411	..	37.7 ²
Hungary	4 048	97.9	3 965	8.0	44.5
Iceland	120	98.6	119	..	90.4
Ireland	1 579	98.0	1 540	29.0	59.0
Italy	23 907	97.2	23 240	..	50.1
Latvia	838	98.2	823	..	57.1
Lithuania	1 357	98.8	1 340	..	42.0
Luxembourg	190	99.0	171	..	82.8
Macedonia	515	89.0	459	..	45.6
Netherlands	7 242	98.4	7 126	31.2	..
Norway	2 104	99.0	2 105	57.0	82.6
Poland	14 318	97.1	13 759	15.3	41.2
Portugal	3 651 ¹	99.6	3 490	..	59.2
Romania	7 320 ⁴	97.0	7 100	..	..
Russia	52 593	99.5	50 000 ⁵	..	46.0
Serbia	2 520	96.3	2 427	5.9	38.2
Slovakia	1 900 ⁶	98.2	1 615	..	75.8
Slovenia	685 ⁷	99.0	678	15.5	65.0
Spain	16 637	99.4	16 019	29.3	56.0
Sweden	4 477	100.0	4 591	39.8	74.2
Switzerland	3 362	93.2	3 098	40.2	81.9
Turkey	17 028	98.8	16 685	..	35.2
Ukraine	17 228	96.6	16 649	..	20.0
United Kingdom	26 447	97.5	25 778	49.4	73.2
Total Europe	307 590	97.6	291 619	..	53.4 ⁸
EU26 ⁹	206 945	98.0	195 102	..	60.6 ¹⁰

¹ Census 2001.² Data from 2006.³ Regarding newest TV sets only.⁴ Data from 2007.⁵ Estimate.⁶ Estimate 2006.⁷ Data from 2002.⁸ Average without Belarus, Bulgaria, Cyprus, France, Netherlands and Romania.⁹ Average without Malta. ¹¹⁰ Average without Bulgaria, Cyprus, France, Netherlands and Romania.Source: *Television 2009* (IP Network, 2009) (Permission of IP Network for reproduction)

Table 4.26 Digital television by country 2008 (per cent of TV households)

	Any Digital (%)	IPTV (%)	Digital Cable (%)	Digital Satellite (%)	Digital Terrestrial (%)
Austria	47.6	..	4.1	39.1	4.4
Belarus	..	-	..	..	..
Belgium	28.0 ¹	8.0 ²	17.0 ²	..	..
Bulgaria	21.6	8.6	5.1	17.0	0.0
Croatia	22.6	4.7	2.9	12.9	5.2
Cyprus	40.0	12.0	1.0	18.0	9.0
Czech Rep.	58.0	3.2	8.0 ³	5.5	50.0 ²
Denmark	..	..	..	..	..
Estonia	25.8	11.2	2.8	8.7	4.6
Finland	98.0	0.3	48.0	5.0	50.0
France	78.0	14.4	6.0	15.3	49.0
Germany	34.2	0.1	8.7	20.9	4.6
Greece	..	..	..	..	6.8 ³
Hungary	20.5	0.9	3.9	14.7	1.0
Iceland	57.0	33.3	21.1	..	..
Ireland	52.0	..	15.0	37.0	0.0
Italy	58.2	1.8	0.0	28.9	27.5
Latvia	20.0	1.3	2.5	15.2	1.0
Lithuania	..	1.7	..	4.9	0.8
Luxembourg	48.5	1.2	19.3	26.9	0.6
Macedonia	0.7	0.6	0.1	0.0	0.0
Netherlands	41.3	1.9	18.5	7.8	7.5
Norway	70.0	5.0	29.0	30.0	15.0
Poland	27.3	1.3	3.9	23.5	..
Portugal	..	9.3	..	..	..
Romania	..	..	..	..	..
Russia	10.0	0.1	2.0	3.0	..
Serbia	4.7	-	-	4.7	<1.0
Slovakia	25.8	0.9	6.7	16.4	1.8
Slovenia	..	16.3	..	..	..
Spain	63.3	3.7	18.7	9.2	42.9
Sweden	53.0	4.0	17.0	13.0	27.0
Switzerland	24.2	2.6	11.8	8.1	2.5
Turkey	51.3 ⁵	..	..	51.3 ^{4,5}	..
Ukraine	12.6	0.0	2.0	10.7	..
United Kingdom	86.7	..	13.3	36.4	55.0
Total Europe	43.0 ⁶	..	..	..	..
EU26 ⁷	55.2 ¹⁰	..	9.4 ⁸	21.3 ⁹	28.7 ¹⁰

¹ Estimates.² Estimates at year end 2008.³ Data from 2006.⁴ Estimates.⁵ Including Digiturk and D-Smart.⁶ Average without Belarus, Denmark, Greece, Lithuania, Portugal, Romania and Slovenia.⁷ Without Malta.⁸ Average without Denmark, Greece, Lithuania, Portugal, Romania and Slovenia.⁹ Average without Belgium, Denmark, Greece, Portugal, Romania and Slovenia.¹⁰ Average without Belgium, Denmark, Poland, Portugal, Romania and Slovenia.Source: *Television 2009* (IP Network, 2009) (Permission of IP Network for reproduction)

Table 4.27 Cable and satellite TV households by country 2008 (thousand and per cent)

	Cable (000)	Satellite (000)	Cable (%)	Satellite (%)	Analogue terrestrial only. (%)
Austria	1 437	1 709	41.8	49.7	4.1
Belarus	771	293 ^{1,2}	21.8	8.3 ^{1,2}	n.a.
Belgium	4 396	367 ²	91.0	7.6 ²	1.0 ³
Bulgaria	1 734	494	60.0	17.1	25.1
Croatia	181	336	12.6	23.3	61.7
Cyprus	3	47 ²	1.0	18.0 ²	60.0
Czech Rep.	924	631	23.3	15.9	39.0 ⁴
Denmark	796	1 154	32.0	46.4	..
Estonia	317	50 ²	55.7	8.7 ²	21.3
Finland	1 073	112	48.0	5.0	0.0
France	2 450	3 980 ²	9.6	15.6 ²	22.0
Germany	17 575	15 109 ²	51.3	44.1 ²	0.0
Greece	14	171 ²	0.4	5.0 ²	..
Hungary	2 427	619 ²	61.2	15.6 ²	21.3
Iceland	48	13 ²	40.0	11.0 ²	41.0
Ireland	554	570 ²	36.0	37.0 ²	28.0
Italy	0	6 786	0.0	29.2	53.9
Latvia	463	129	56.2	15.7	33.1
Lithuania	586	66	43.7	4.9	51.4
Luxembourg	116	51	67.8	29.8	0.0
Macedonia	241 ⁵	57 ²	52.4 ⁵	12.5 ^{2,5}	37.3 ⁵
Netherlands	5 181	5 563	72.7	7.8 3	0.0
Norway	1 010	653 ²	48.0	31.0 3	3.0
Poland	4 485	3 839	32.6	27.9	42.2
Portugal	1 469	206	42.1	5.9	44.6
Romania	4 998	1 541 ²	70.4	21.7 ²	9.6
Russia	13 900	1 500 ²	27.8	3.0 ²	77.7
Serbia	930	165	38.3	6.8	55.6
Slovakia	680	359	42.1	22.2	43.0
Slovenia	416 ⁶	53	61.4 ⁶	7.8	26.9
Spain	2 483	4 325	15.5	27.0	36.7
Sweden	2 410	776	52.5	16.9	0.0
Switzerland	2 506	421 ²	80.9	13.6 ²	2.8
Turkey	1351 ⁷	8 860 ^{7,8}	8.1 ⁷	53.1 ^{7,8}	57.4
Ukraine	5 028	1 698	30.2	10.2	59.1
United Kingdom	3 609	9 564	14.0	37.1	12.8
Total Europe	86 562	67 256	29.7	23.1	36.2 ⁹
EU26 ¹⁰	60 596	53 260	31.1	27.3	21.8 ¹¹

¹ Data for population 16+ in main cities.² Satellite dish only.³ Estimate † year end 2008.⁴ Estimate. ⁵ In % of population.⁶ Includes IPTV and cable via satellite.⁷ Data from 2007. ⁸ Excluding Digiturk and D-smart.⁹ Average without Belarus, Denmark and Greece.¹⁰ Without Malta.¹¹ Average without Denmark and Greece.

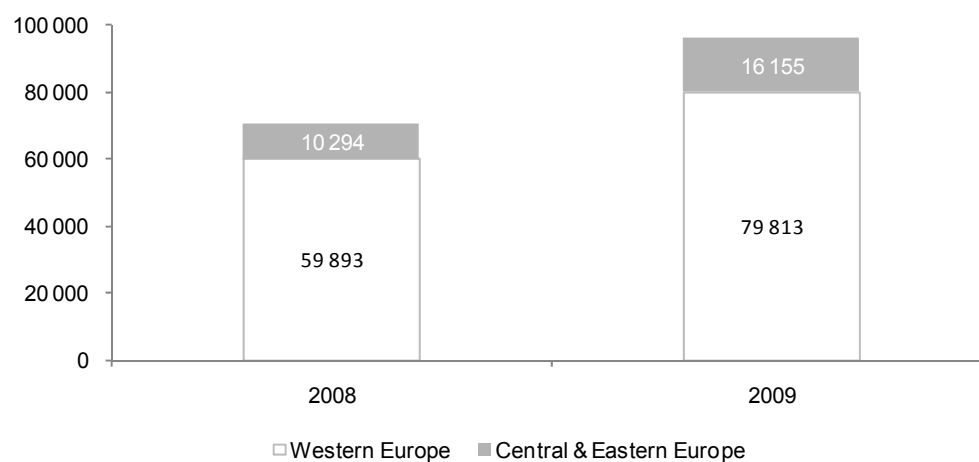
Source: Television 2009 (IP Network, 2009) (Permission of IP Network for reproduction)

Table 4.28 Number of households connected to IPTV 2001-2008 (thousand)

	2001	2002	2003	2004	2005	2006	2007	2008
France	0	0	12	826	1 784	3 156	5 142	6 376
Spain	0	0	0	6	207	400	575	708
Sweden	0	0	0	3	37	102	389	383
Belgium	0	0	0	0	33	140	305	441
Italy	20	43	110	169	192	213	299	587
Germany	0	0	2	10	48	104	190	438
UK	15	5	4	14	40	54	172	463
Netherlands	0	0	0	0	32	58	111	154
Norway	0	1	3	16	43	73	103	151
Czech Rep.	0	0	0	0	0	16	80	147
Slovenia	0	0	0	4	5	29	71	161
Switzerland	0	0	0	0	0	10	60	120
Estonia	0	0	0	0	0	26	51	708
Poland	0	0	0	0	0	5	48	87
Portugal	0	0	0	0	1	4	47	188
Denmark	0	0	0	0	2	8	35	84
Greece	0	0	0	0	0	0	27	84
Austria	0	0	0	0	0	4	21	64
Ireland	0	0	0	0	1	10	12	23
Finland	0	0	0	1	2	3	6	15
Hungary	0	0	0	0	0	1	6	33
Romania	0	0	0	0	0	0	1	0
Luxembourg	0	0	0	0	0	0	0	1
Malta	0	0	0	0	0	0	0	0

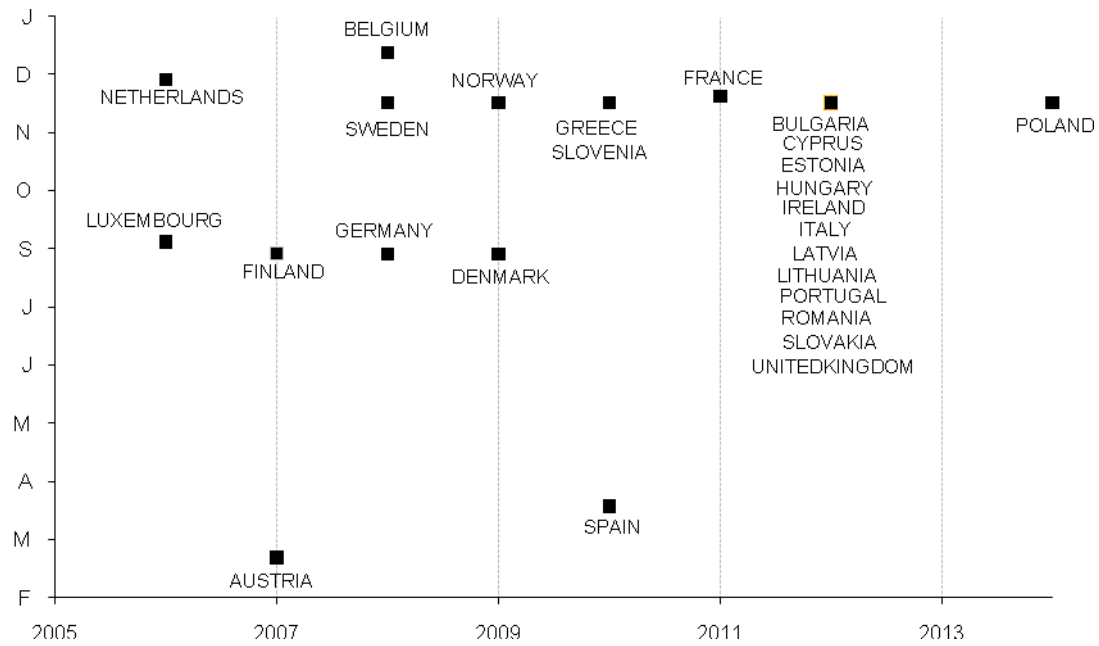
Note: Data have been reviewed between editions. Table of 2008 is based on the latest edition.

Sources: EAO (2008, 2009).

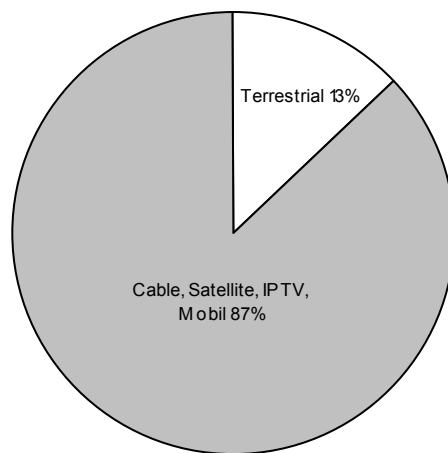
Figure 4.12 Number of households equipped with HDTV sets 2008-2009 (thousand)

Note: 2009 are forecasts.

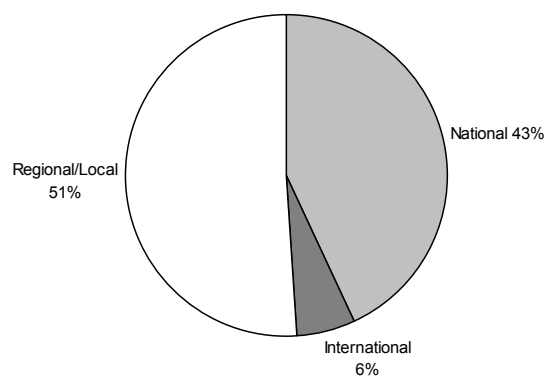
Source: itve.org (2010).

Figure 4.13 Digital switchover timeline in Europe

Source: ACT (2009).

Figure 4.14 Platform share of nationwide private channels in EU27 2008 (per cent)

Source: ACT (2009).

Figure 4.15 Television channels by geographical coverage 2009 (per cent)

Source: EAO (2010).

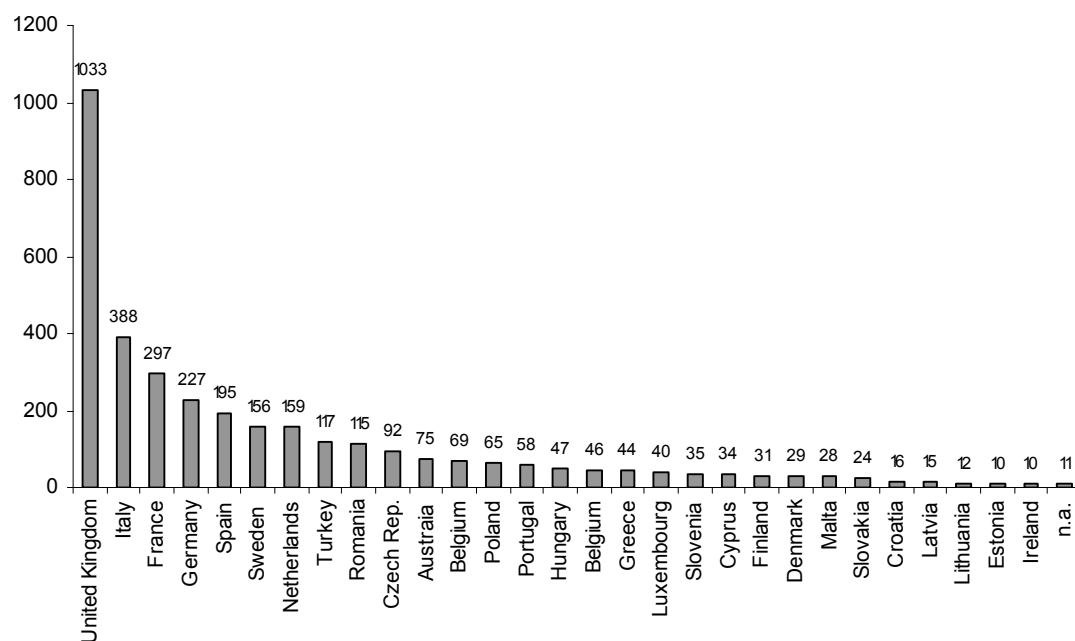
Table 4.29 Number of TV channels by country 2008 (channels)

	Channels available in the country		Nationwide channels ¹ (terrestrial)		Other nationwide channels ²		Regional or territorial channels		Local stations and open channels ³
	Total	Foreign	Public	Private	Public	Private	Public	Private	
Austria	328	220	2	2	5	49	0	1	48
Belgium (VLG)	209	154	2	0	0	39	0	10	0
Belgium (CRF)	193	157	3	0	0	22	12	0	0
Bulgaria	99	52	1	2	1	42	0	0	..
Cyprus	77	45	2	6	1	13	0	0	9
Czech Rep.	205	138	2	6	3	16	0	36	3
Germany	495	147	6	15	11	196	10	24	85
Denmark	266	159	6	0	4	12	0	0	84
Estonia	125	105	1	2	0	11	0	0	5
Spain	691	69	5	18	14	110	33	20	421
Finland	199	137	5	17	1	5	0	5	28
France	485	151	5	24	3	131	2	51	116
United Kingdom	612	52	20	61	9	446	0	0	23
Greece	231	52	7	7	2	21	0	2	138
Croatia	142	83	2	3	2	7	0	0	44
Hungary	205	137	1	2	4	28	0	1	31
Ireland	594	581	3	1	0	2	0	3	3
Italy	395	61	8	21	11	184	1	26	600
Lithuania	141	83	2	3	1	1	0	5	45
Luxembourg	163	155	0	2	1	2	0	0	2
Latvia	160	125	2	2	0	6	0	3	21
Malta	103	81	1	3	1	16	0	0	0
Netherlands	434	110	3	18	19	74	14	1	194
Poland	193	136	3	4	4	45	0	0	0
Portugal	143	103	2	2	8	27	0	0	0
Romania	192	96	2	2	3	70	5	13	0
Sweden	264	103	4	22	3	28	0	13	89
Slovenia	112	75	2	3	0	25	0	11	10
Slovakia	82	45	3	2	0	11	0	14	6
Turkey	380	52	5	21	0	82	1	18	198
Europe 29	..	..	110	271	11	1 721	80	257	2 203

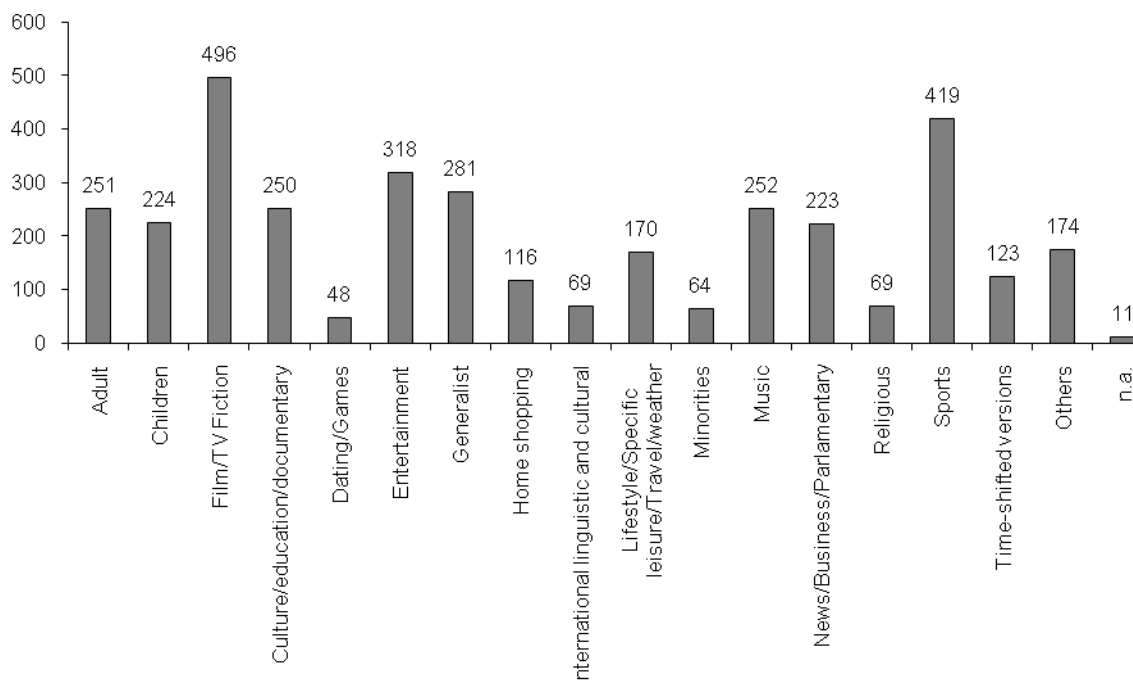
¹ With terrestrial licences.² Cable, Satellite, IPTV, Mobile.³ Terrestrial or Cable.

Note: No data found for Belarus, Iceland, Liechtenstein, Macedonia, Norway, Russia, Switzerland, Ukraine. Data for Belgium (DGB) are not included.

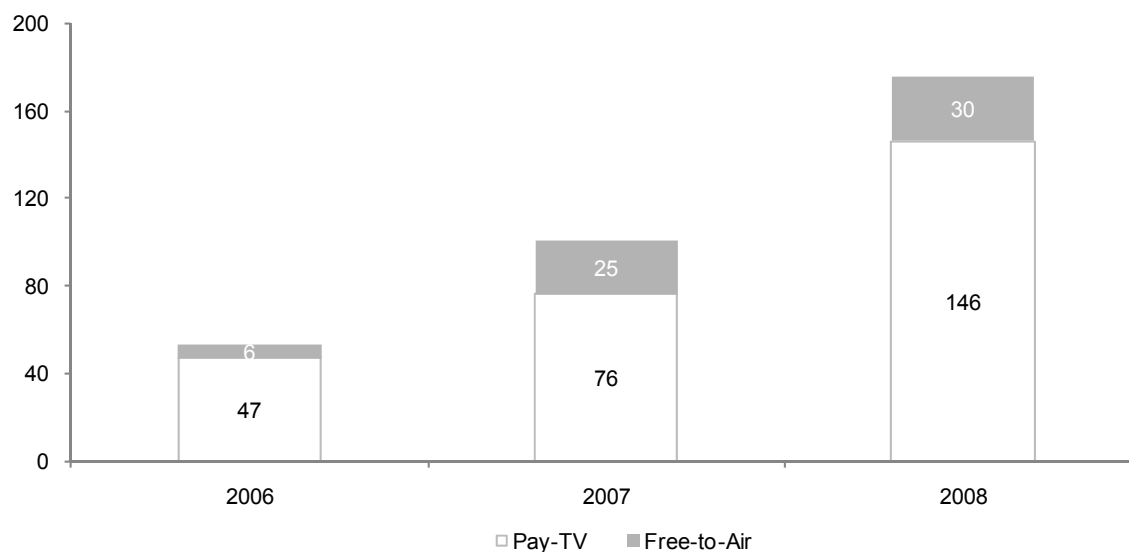
Source: EAO (2008).

Figure 4.16 Number of TV channels by country 2009

Source: EAO (2010).

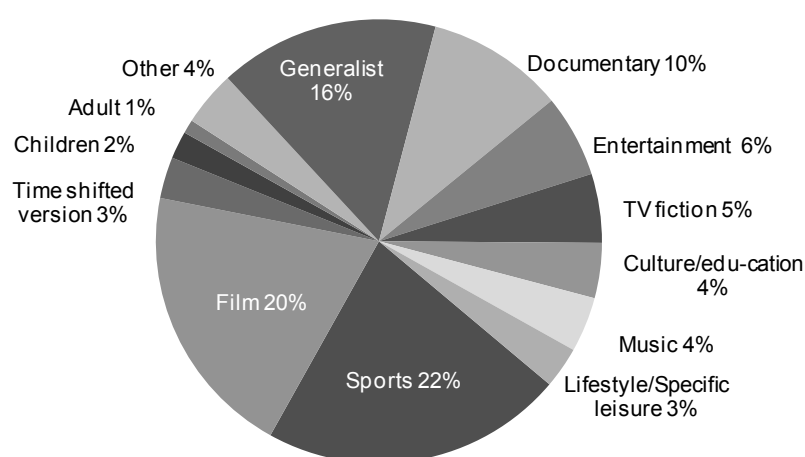
Figure 4.17 Number of European TV channels by genre 2009

Sources: EAO (2010).

Figure 4.18 Number of HDTV channels in Europe 2006-2008

Note: Until July 2008.

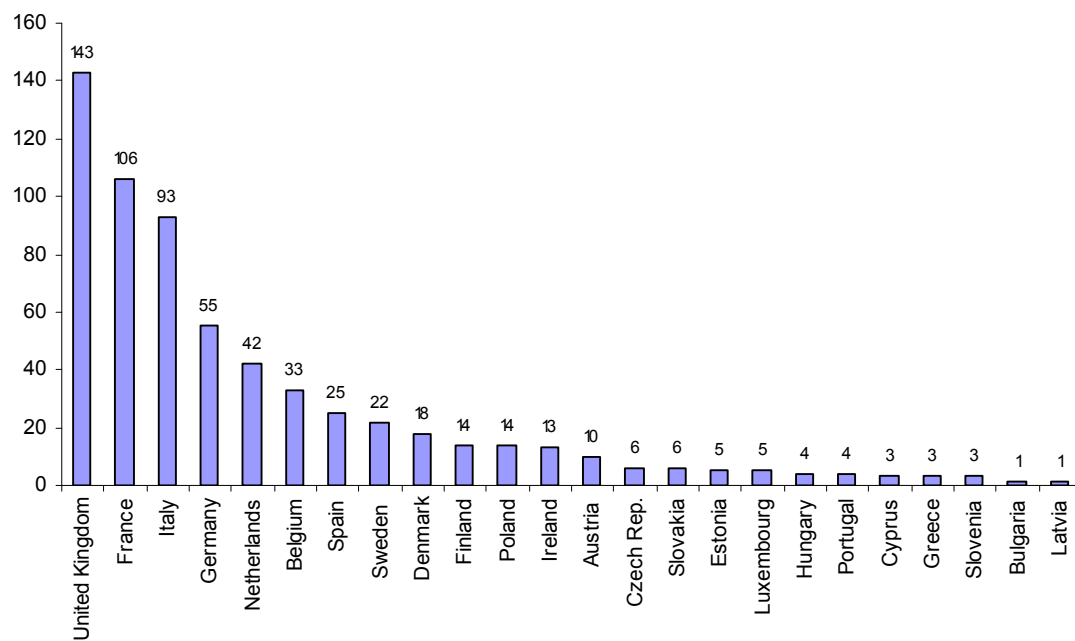
Source: ACT (2009).

Figure 4.19 HDTV channels available in Europe by genre 2009 (per cent)

n = 274

Note: Data refer to year-end.

Source: EAO (2009).

Figure 4.20 Number of Video-on-demand services by country 2008

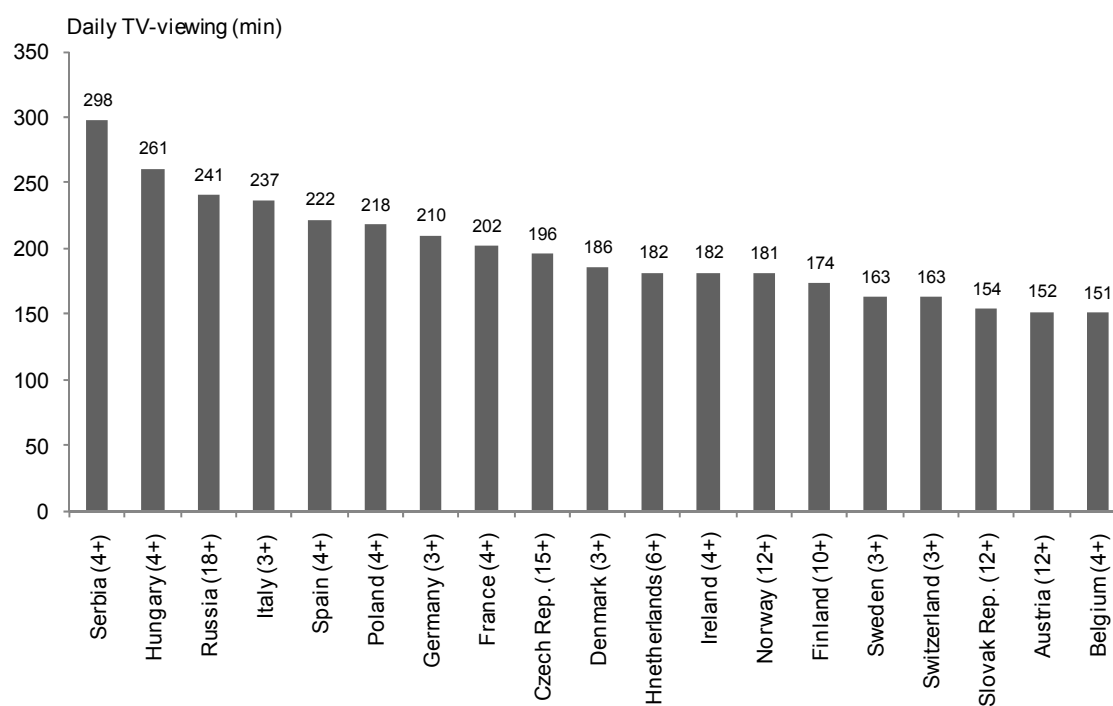
Source: ACT (2009).

Table 4.30 Reach by Pan-European and international TV channels 2008 (thousand households)

	BBC World News	CNBC	CNN	Euro- news	TV5 Monde	Euro- sport	France 24	National Geo- graphic channel	Sky News	Travel Channel
Austria	1 594	2 241	3 055	1 765	2 894	2 988	1 611	60	1 441	970
Belarus	222	90	95	751	319	811	149	422	754 ¹	50
Belgium	4 206	4 154	3 077	3 048	3 769	1 733	588	2 649	1 410 ²	381
Bulgaria	277	103	756	585	1 130	874	194	421	754 ¹	38
Croatia	662	285	554	748	855	604	646	236	1 259 ³	279
Cyprus	156	9	226	295	79	54	30	..	12	..
Czech Rep.	1 043	440	974	534	895	1 164	489	733	133	241
Denmark	1 628	1 604	1 752	211	1 220	1 544	205	1 454	283	582
Estonia	125	73	260	284	130	275	32	149	754 ¹	96
Finland	928	170	157	2 899	1 630	814	401	111	85	268
France	7 526	10 812	8 508	36 709	13 612	7 327	7 364	2 265	8 939	3 520
Germany	23 348	34 278	34 244	25 966	27 339	34 822	11 928	1 200	11 909	8 030
Greece	3 887	182	4 108	2 521	1 664	372	591	285	100	361
Hungary	2 018	270	2 185	703	2 098	2 692	543	2 239	165	1 684
Iceland	8	36	18	..	6	25	7	18	21	15
Ireland	210	742	1 355	2 172	721	896	2 158	800	1 103	512
Italy	9 997	6 211	25 774	28 647	6 999	3 465	9 125	4 400	6 350	1 760
Latvia	215	110	170	154	184	203	146	287	754 ¹	22
Lithuania	408	103	356	174	452	328	104	155	754 ¹	279
Luxembourg	72	124	48	164	100	171	39	..	1 403 ²	30
Macedonia	39	..	88	53	163	1130 ⁴	..	80	..	24
Netherlands	5 751	7 688	6 995	8 472	6 738	7 143	1 306	7 138	14 103	1 488
Norway	1 666	1 723	1 386	494	625	1 452	354	1 557	692	1 152
Poland	6 153	2 460	5 716	4 641	7 395	5 897	4 716	2 591	754 ¹	3 018
Portugal	1 647	310	1 293	5 468	2 015	2 062	1 125	1 644	1 489	495
Romania	2 784	216	4 020	11 029	2 685	4 441	493	4 399	754 ¹	914
Russia	2 133	7	1 134	33465	3 300	5 576	1 460	2 148 ⁵	..	5 026
Serbia ⁶	379	166	616	262	598	1 130 ⁴	119	611	1 259 ³	431
Slovakia	610	240	560	511	722	995	286	388	1260 ³	335
Slovenia	423	75	443	484	456	454	114	386	1 261 ³	297
Spain	3 750	3 387	3 556	10 786	4 909	3 269	3 007	1 869	1 971	1 730
Sweden	1 560	1 281	2 166	2 055	757	2 278	327	1 022	646	727
Switzerland	1 800	1 152	2 968	6 018	3 409	2 548	775	60	310	270
Turkey	3 947	..	7 709	3 696	5 247	2 610	2 828	1 967	..	..
Ukraine	1 369	264	588	948	1 065	864	537	595	754 ¹	306
United Kingdom	1 320	11 777	12 341	12 792	10 441	9 578	9 660	8 900	19 109	8 300
Total Europe ⁷	93 861	92 783	139 251	209 504	116 621	111 459	63 457	53 239	58 181	39 107

¹ Includes TVHH in Belarus, Bulgaria, Estonia, Latvia, Lithuania, Romania, Ukraine and Poland.² Includes TVHH in Belgium, Luxembourg and the Netherlands.³ Includes TVHH in Croatia, Serbia, Slovakia and Slovenia.⁴ Includes TVHH in Bosnia-Herzegovina, Macedonia and Serbia & Montenegro.⁵ European Russia only.⁶ Figures for Serbia and Montenegro.⁷ Without Malta.

Source: Television 2009 (IP Network, 2009) (Permission of IP Network for reproduction)

Figure 4.21 TV viewing per individual 2009 (minutes per day)

Note: Note: Belgium refers to the north (Flemish) region, Switzerland data are mean of German, French and Italian regions.

Source: DR Medieforskning (2010:17).

Table 4.31 TV-viewing time per individual, 2004-2008 (minutes per day)

		2004	2005	2006	2007	2008	Maximum Peak
	Audience	Mon-Sun	Mon-Sun	Mon-Sun	Mon-Sun	Mon-Sun	Monday-Friday
Austria	12+	164	166	163	157	156	20:45
Belarus	16+	160	160	154	157	167	20:45
Belgium North/South	15+	172/220	182/230	181/231	185/228	180/225	21:15-21:30
Bulgaria	15+	188	188	225	225	218	20:15
Croatia	18+	271	287	281	272	262	21:00
Cyprus	18+	173	173	183	185	190	21:45
Czech Rep.	15+	214	216	206	194	197	20:45
Denmark	12+	171	162	160	157	175	21:15
Estonia	18+	237	235	245	243	248	21:00
Finland	10+	167	169	169	166	177	20:45-21:00
France	15+	216	219	217	219	217	21:15
Germany	14+	225	226	227	223	221	21:00
Greece	15+	256	256	263	259	264	22:45
Hungary	18+	282	280	279	273	274	20:45
Iceland	12-80	147	145	154	126	175 ¹	19:15
Ireland	15+	184	189	190	188	195	21:15
Italy	15+	250	249	249	239	244	21:30
Latvia	18+	215	213	216	213	224	20:45
Lithuania	15+	218	206	200	212	213	21:00
Luxembourg	12+	157	165	161	155	156	21:00
Macedonia	14+	266	260	274 ²	279 ²	270 ³	21:45
Netherlands	13+	199	201	204	194	191	22:00
Norway	12+	166	164	156	154	174	21:15
Poland	16+	251	255	254	254	245	20:45
Portugal	15+	218	217	216	216	221	21:30
Romania	15+	228	242	245	238	258	21:30
Russia	18+	229	239	241	240	241	21:15
Serbia	15+	282	289	285	296	302	21:30
Slovakia	15+	213	208	198	195	188	20:45
Slovenia	15+	181	181	184	188	186	21:00
Spain	16+	228	227	228	234	238	22:30
Sweden	15+	161	156	165	167	170	21:15
Switzerland G/F/I	15-74	150/176/181	148/174/176	147/175/182	..	143/170/185	21:00-21:15 ⁴
Turkey	20+	232	225	225	225	235	21:45
Ukraine	18+	212	209	212	205	216	21:00
United Kingdom	16+	237	235	232	233	240	21:15
Total Europe		226	227	226		227	21:12
Total Western Europe		221	222	221	..	..	21:15
Total Central/Eastern Europe		231	234	233	..	..	20:56

¹ Data not comparable to last year's due to new measurement system and measured period (2006:diary/October, 2007: diary/June, 2008: portable people-meter/all year).

² Data for Adults 14+.

³ Data not comparable to last year's due to new measurement system introduced in 2008 (period 01 June-31 December 2008).

⁴ Data for Individuals 3+.

⁵ Data refer to period September (respective year)-May (following year).

Source: Television 2009 (IP Network, 2009) (Permission of IP Network for reproduction)

Table 4.32 Daily audience market share of public television 2005-2008 (per cent)

	2005	2006	2007	2008
Austria ¹	48.5	48.0	43.7	42.5
Belgium (North)	36.4	38.3	39.5	40.3
Belgium (South)	18.2	21.0	21.2	21.8
Bulgaria	19.4	17.1	15.2	14.2
Croatia	54.0	52.3	49.3	46.6
Cyprus	20.8	22.4	19.2	21.2
Czech Republic ¹	29.8	30.8	31.8	30.6
Denmark ²	72.5	72.4	72.4	68.7
Estonia	17.1	17.3	16.4	15.8
Finland	43.6	43.8	43.0	44.5
France ⁴	39.4	38.6	36.9	35.8
Germany ²	43.9	46.8	47.6	43.6
Greece	15.4	16.6	16.1	17.1
Hungary	17.6	18.6	16.6	15.0
Ireland ¹	41.0	41.5	39.8	39.1
Italy ^{4, 5}	43.3	43.6	41.8	42.3
Latvia	17.4	16.4	15.3	15.3
Lithuania	13.6	15.7	14.3	14.3
Macedonia	..	12.0	..	..
Netherlands ^{4, 6}	35.5	34.9	33.3	36.8
Norway ¹	43.8	43.4	41.1	37.5
Poland ¹	51.6	49.8	46.9	44.5
Portugal ⁴	28.6	29.9	30.4	29.4
Romania	24.1	22.0	16.3	7.1
Russia	48.0	41.3	38.8	38.6
Slovakia	25.0	24.7	22.6	22.0
Slovenia	34.4	31.8	31.8	31.3
Spain ³	42.7	38.7	37.1	37.1
Sweden ³	39.7	38.2	34.5	34.2
Switzerland (F) ²	34.9	35.9	35.1	35.8
Switzerland (G) ¹	35.9	34.6	33.6	34.7
Switzerland (I)	34.4	33.8	33.4	33.2
Turkey	..	..	..	..
United Kingdom ³	50.9	51.4	50.1	49.9

¹ Complementary thematic public channels included.

² TV5 Europe included.

³ Complementary thematic public owned channels included.

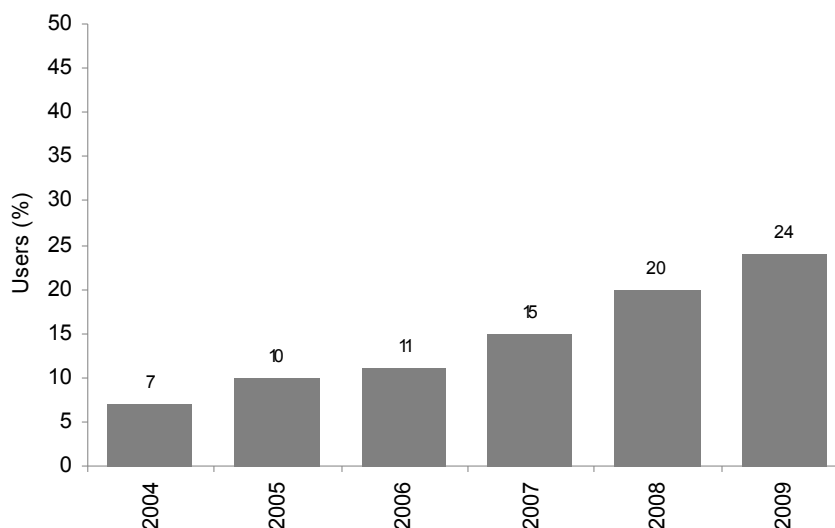
⁴ Complementary thematic channels not included.

⁵ RAI 4 included since 2008.

⁶ Regional public channels included.

Source: EAO (2009).

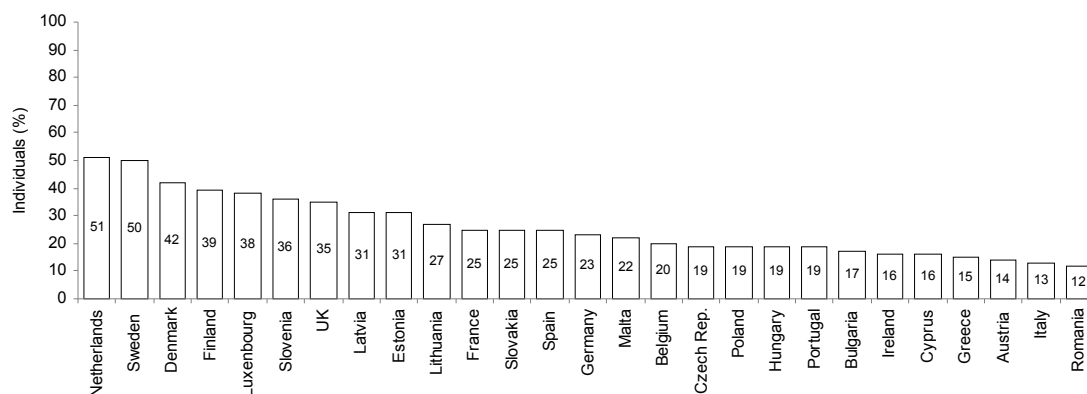
Figure 4.22 Individuals who listened to web radio or watched web TV during the last three months in EU27 2004-2009 (per cent)



Note: Age 16-74.

Source: Internetstatistik (2010).

Figure 4.23 Individuals who listened to web radio or watched web TV during the last three months by country 2009 (per cent)



Note: Age 16-74.

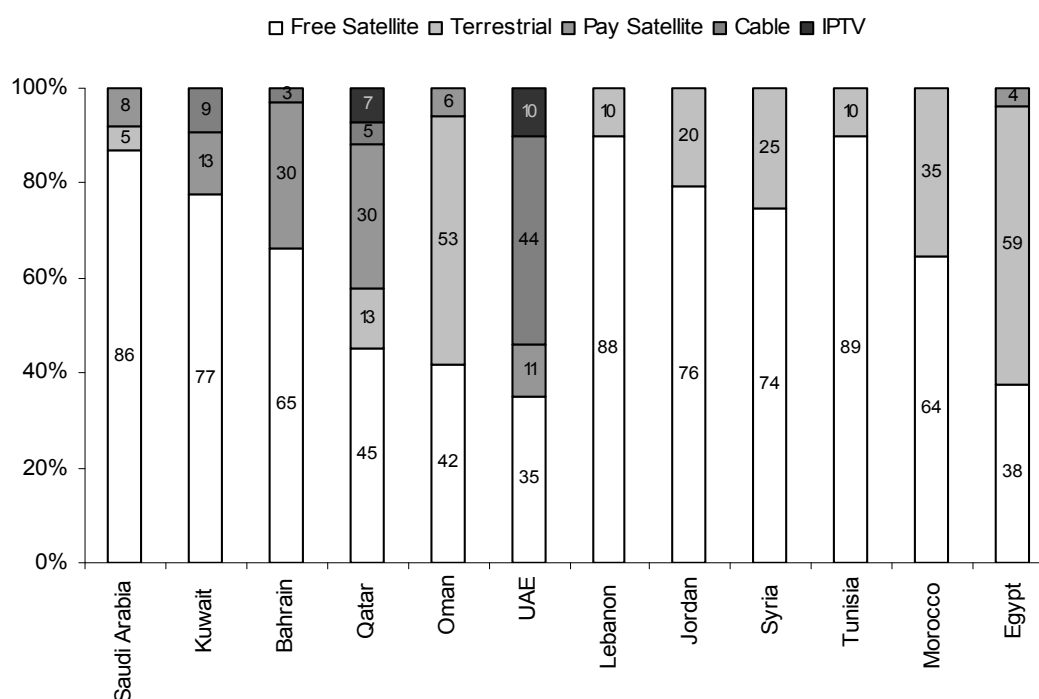
Source: Internetstatistik (2010).

Middle East

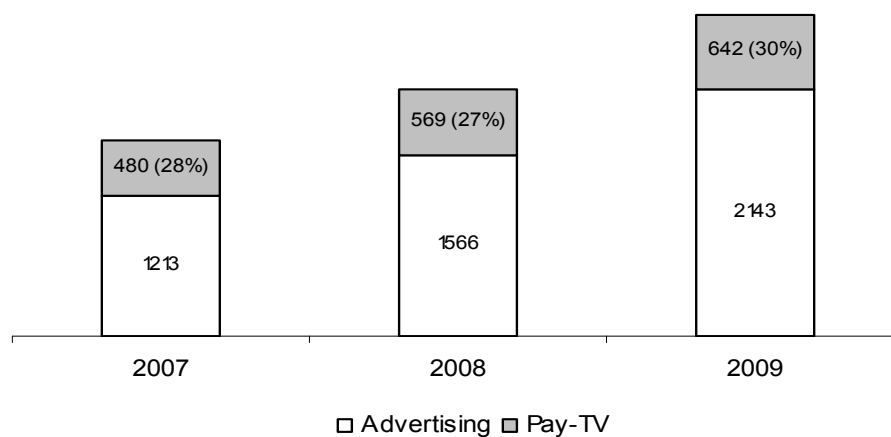
Table 4.33 Number of TV households by country 2007-2009 (thousand)

	2007	2008	2009
Bahrain	117	120	124
Egypt	18 272	18 866	19 479
Jordan	995	1 044	1 096
Kuwait	581	605	631
Lebanon	906	929	952
Morocco	4 449	4 516	4 583
Oman	387	404	423
Palestine	596	618	645
Qatar	118	121	125
Saudi Arabia	4 057	4 219	4 388
Sudan	988	1 033	1 079
Syria	2 953	3 063	3 178
Tunisia	1 827	1 846	1 864
UAE	740	755	770
Yemen	1 995	2 067	2 160
Middle East region	38 981	40 206	41 497

Source: Arab Media Outlook (2010).

Figure 4.24 TV penetration by platform and country 2008 (per cent)

Source: Arab Media Outlook (2010).

Figure 4.25 TV revenues by funding 2007-2009 (USD millions and per cent)

Source: Arab Media Outlook (2010).

Table 4.34 Advertising revenue by medium and country 2006-2007 (USD millions)

	Bahrain		Egypt		Jordan		Kuwait		Lebanon		Morocco		Oman	
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
TV	10	11	122	146	5	5	14	15	82	89	105	128	10	12
Newspaper	45	49	199	236	61	68	231	267	28	29	22	23	50	58
Magazine	6	6	25	28	4	5	30	33	25	28	18	18	1	1
Radio	2	0	18	22	2	2	4	4	10	12	10	12	0	0
Out of home	6	7	2	4	5	6	34	39	26	29	45	50	2	3
Internet	1	1	1	1	0	0	0	0	0	0	0	0	0	0
Total	69	74	366	437	77	86	312	359	171	186	200	231	64	73

	Qatar		Saudi Arabia		Tunisia		UAE		Yemen		Pan-Arab	
	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
TV	6	9	44	45	14.4	16.3	27	27	0.5	0.6	550	702
Newspaper	112	145	504	550	2.6	3.1	553	650	0.1	0.2	19	11
Magazine	1	2	45	47	1.2	1.4	113	129	0.1	0.1	107	80
Radio	1	1	12	13	1.0	1.0	2	5	0.1	0.1	7	8
Out of home	2	4	44	54	4.8	5.6	15	19	6.5	7.3	..	..
Internet	0	1	0	0	0.0	0.0	8	9	0.0	0.0	0	1
Total	123	161	650	710	24.0	27.4	755	892	7.4	8.3	683	802

Note: Satellite TV.

Source: Arab Media Outlook (2010).

Table 4.35 Pay-TV revenues breakdown 2007-2009 (USD millions)

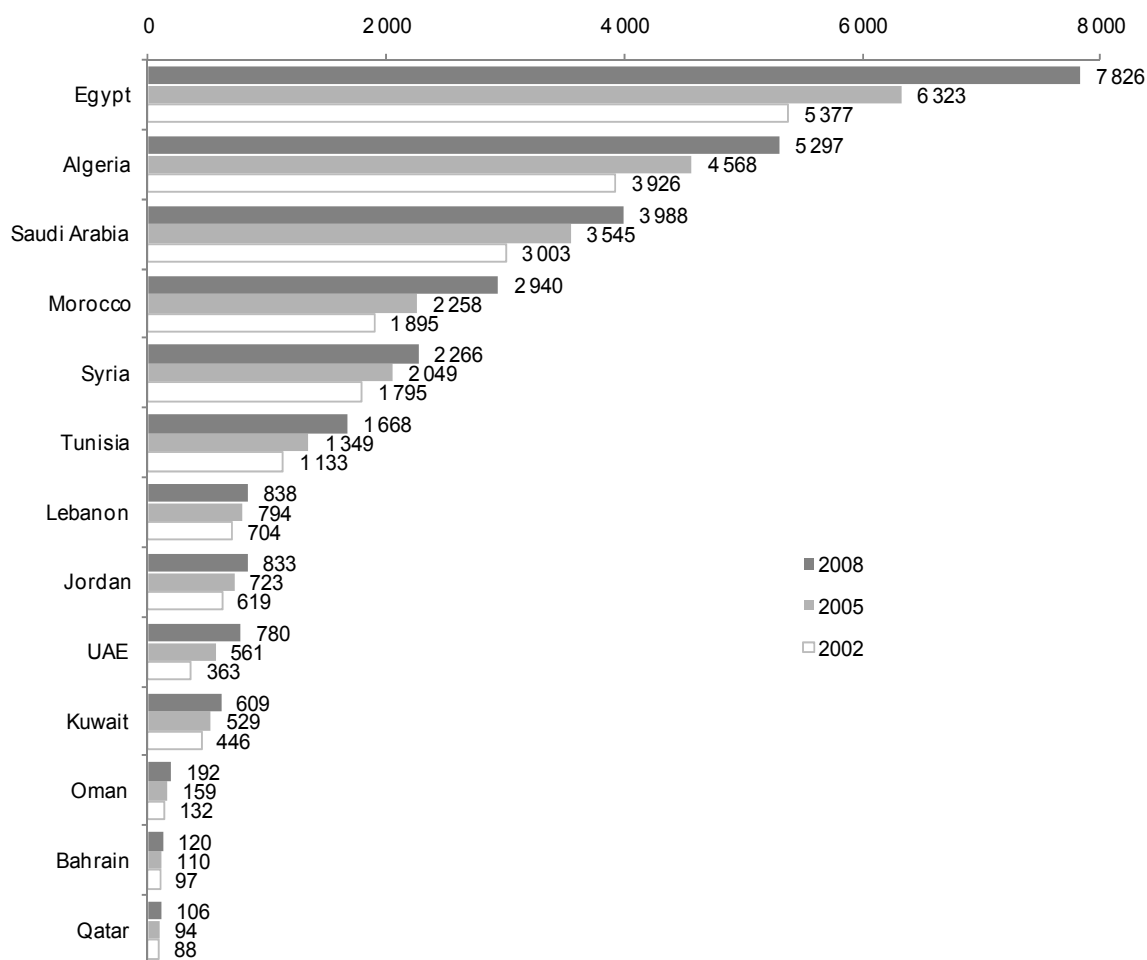
	2007	2008	2009
Advertising	1 213	1 566	1 501
Subscriptions	480	569	642
Total	1 693	2 134	2 143

Source: Arab Media Outlook (2010).

Table 4.36 Leading 20 pay-TV operators 2008 (thousand subscribers)

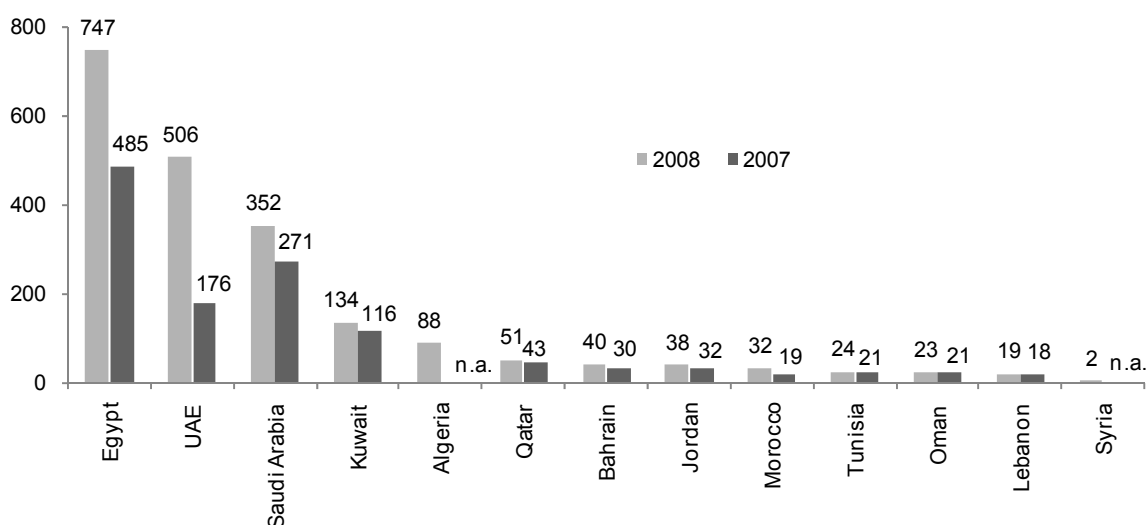
Company	Domicile	Platform	Subscribers (000)
Digiturk	Turkey	DTH	1 971
HOT	Israel	Cable/MMDS	918
ART	Pan-Regional	DTH	894
YES	Israel	DTH	560
Showtime	Pan-Regional	DTH	406
E-Vision	UAE	Cable/MMDS	340
Orbit	Pan-Regional	DTH	213
Du	UAE	IPTV	81
KCV	Kuwait	Cable/MMDS	54
MiVision	Cyprus	IPTV	38
Cablenet	Cyprus	Cable/MMDS	35
CNE	Egypt	Cable/MMDS	27
PrimeTV	Cyprus	IPTV	22
Cablevision	Lebanon	Cable/MMDS	10
Maroc Telecom	Morocco	IPTV	10
Eepad	Algeria	IPTV	10
Qtel	Qatar	IPTV	8
JCS	Jordan	Cable/MMDS	7
QCV	Qatar	Cable/MMDS	6
BRTC	Bahrain	Cable/MMDS	4

Source: Informa (2009)..

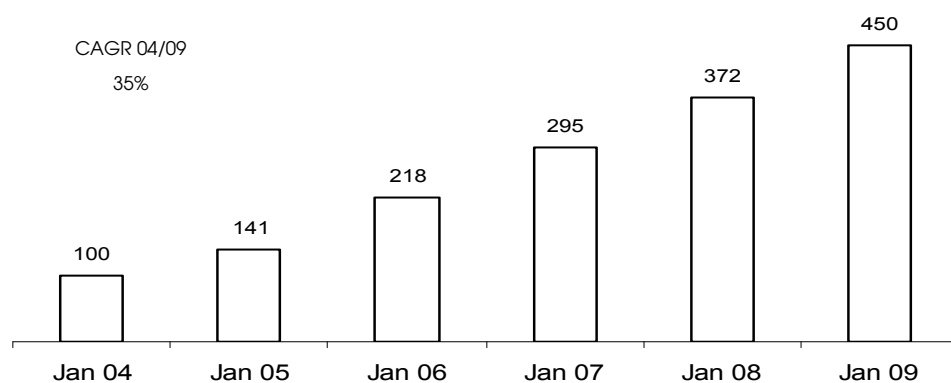
Figure 4.26 Number of multichannel TV households by country 2002, 2005 and 2008 (thousand)

Note: Includes secondary sets and both free and pay-TV signals.

Source: Informa (2009).

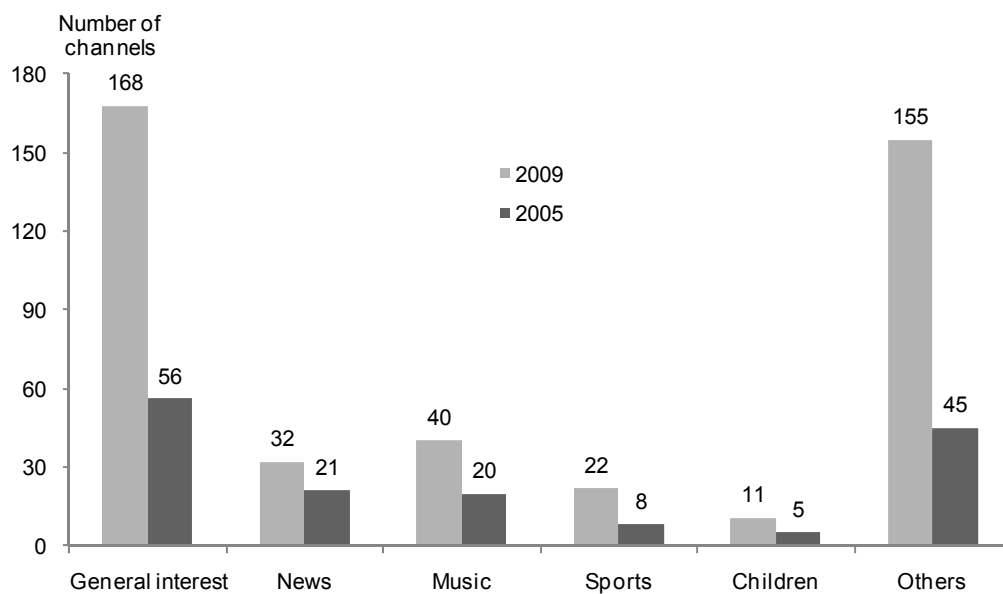
Figure 4.27 Number of pay-TV households by country 2007-2008 (thousand)

Source: Informa (2009).

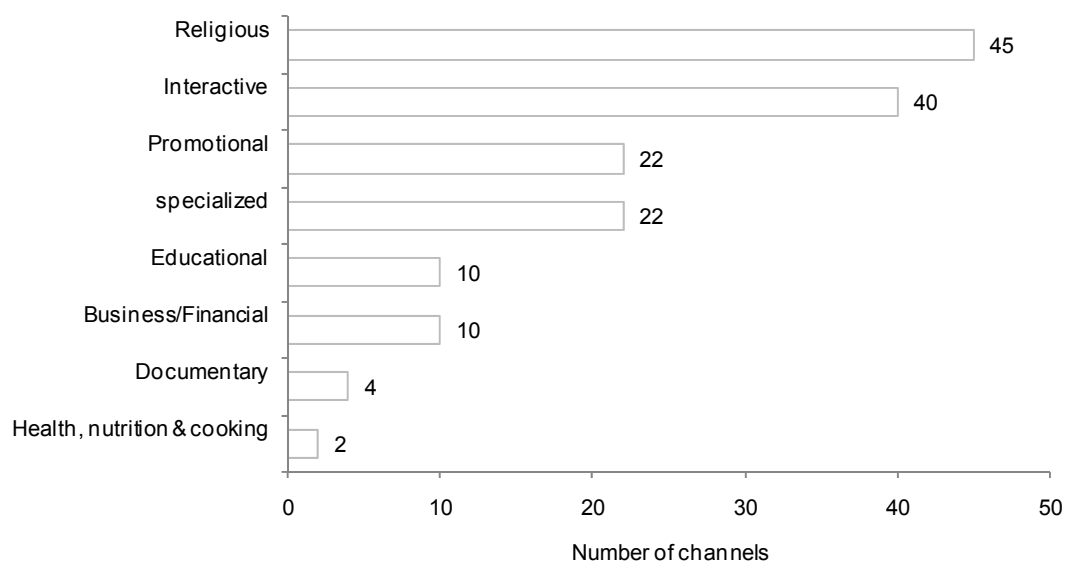
Figure 4.28 Number of satellite channels 2004-2009

Source: Arab Media Outlook (2010).

Figure 4.29 Breakdown of free-to-air satellite channels by genre 2005 and 2009 (number of channels)

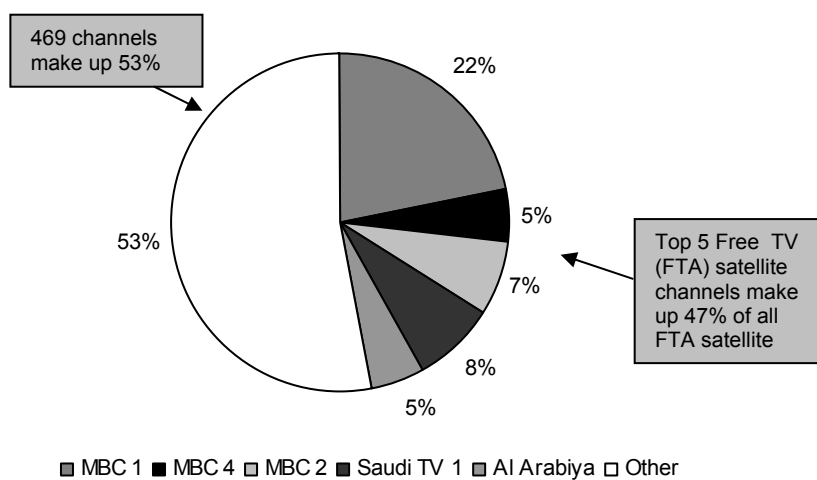


“Others” include 2009 the following genres:



Note: Excludes 46 channels under test transmission.

Source: Arab Media Outlook (2010).

Figure 4.30 Viewing share of free-to-air satellite channels 2008 (per cent)

Note: Number of channels refers to 2009, channel viewing share refers to end-2008.

Source: Arab Media Outlook (2010).

Radio in the World

Table 5.1 Number of radio channels and stations in the world 2005

	Total number of radio channels	Number of community radio stations	Number of Internet radio stations
AFRICA			
Algeria	33	..	-
Cameroon	16	29	..
Cape Verde	11	4	4
Congo, Rep. of the	8	5	-
Côte d'Ivoire	2	87	..
Congo, Dem. Rep. of the	14	8 510	10
Djibouti	1 ⁴	..	..
Egypt	38	10	6
Ethiopia	6	-	-
Gambia	4	6	-
Ghana	..	20	-
Mauritania	7 ⁵	..	..
Niger	9	89	-
Nigeria	101	1	-
Rwanda	..	3 ⁵	4 ⁵
South Africa	19	28	..
Sudan	15	3	1
Tanzania	5 ¹	2	3
Togo	..	9	5
Tunisia	8	5	..
Uganda	15	5	2
NORTH & SOUTH AMERICA			
Anguilla	..	4	3
Aruba	-	-	11
Brazil	3 890 ¹	2 428	1 000
Canada	..	143	..
Cayman Islands	3	-	8
Chile	..	365 ⁴	..
Colombia	181 ⁵	460 ⁵	..
Cuba	87	63	6
Dominican Republic	18	15	50
Ecuador	62	-	..
Guatemala	518	..	..
Haiti	..	40 ⁵	..
Jamaica	-	5	-
Mauritius	8	-	1
Mexico	339	611	..
Nicaragua	3	..	7
Panama	275	-	..
Paraguay	2	22	..
Peru	25	7	..
Saint Lucia	8	-	6
Saint Vincent and the Grenadines	1 ⁵	2 ⁵	4 ⁵
Suriname	30	5	6
Venezuela	..	148	..
ASIA			
Azerbaijan	15	1	..
Bhutan	1	-	-
China	2 306	.	..
Georgia	..	-	1
Hong Kong (China), SAR	7	-	..
India	..	22	-
			Cont.

Cont. Table 5.1

	Total number of radio channels	Number of community radio stations	Number of Internet radio stations
Jordan	6	-	1
Lebanon	..	7	7
Mongolia	58	..	..
Myanmar	4	1	1
Nepal	57	15 ³	..
Oman	..	-	-
Pakistan	76	8	4
Palestinian Autonomous Territories	33	32	..
Qatar	12	-	3
South Korea	51 ^{1,2}	-	..
Syrian Arab Republic	10	-	..
Turkey	..	.	150
United Arab Emirates	6 ²	..	6 ²
EUROPE			
Albania	5	.	.
Austria	13	9	..
Croatia	135	131	-
Cyprus	4	.	.
Czech Republic	102	..	51
Estonia	5	9	2
Finland	9	6	..
France	56	140	275 ³
Germany	56	168	2 250 ³
Holy See	2	-	1
Hungary	13	48	55
Iceland	6 ^{1,2}	-	..
Italy	10 ⁴	..	..
Latvia	45	..	..
Lithuania	2	3	16
Luxembourg	..	14	-
Malta	2	28	..
Monaco	..	-	1
Netherlands	294	274	..
Norway	270	249	..
Poland	26 ^{1,2}	11	75
Portugal	8	-	..
Republic of Moldova	5	3	..
Romania	17	..	1
San Marino	..	2	..
Slovakia	6	-	..
Sweden	32 ²	1 080	..
The Former Yugoslav Rep. of Macedonia	95	30	..
Ukraine	261	..	..
THE PACIFIC			
Australia	70	405	3
New Zealand	5 ²	42	..
Papua New Guinea	..	19 ²	-
Tokelau	3	3	-

. Category not applicable.

¹ Partial data.

² Excludes some institutions.

³ National estimation.

⁴ Data refer to 2004.

⁵ Data refer to 2006.

Source: UNESCO Institute for Statistics (2010).

Table 5.2 Radio in Africa: Number of stations in 17 sub-Saharan countries 2004–2006

	Number of stations (2004–2006)				
	Commercial		State		Community radio
	National	Regional	National	Regional	
Angola	0	5	1	18	0
Botswana	0	2	2	0	0
Cameroon	0	61	1	14	31
DRC	6	150	1	12	152
Ethiopia	0	0	1	20	2
Ghana	0	84	1	11	8
Kenya	10	20	3	5	2
Mozambique	0	56	1	11	38
Nigeria	0	17	1	84	1
Senegal	0	35	2	15	19
Sierra Leone	0	5	0	6	24
Samoa	1	16	0	1	4
South Africa	1	13	5	13	93
Tanzania	2	32	1	2	2
Uganda	0	72	2	0	12
Zambia	1	6	2	1	14
Zimbabwe	0	0	4	0	0

Source: BBC World Service Trust, London (2006).

Table 5.3 Digital radio in the World: Countries using DAB, DAB+ or DMB 2010

	Technique	Launch	Coverage (%)	Population (millions)	Number of services	Whereof digital only
Australia	DAB+	2009 (trial 2007)	15	20.6	27	23
Belgium	DAB	1997	100	10.5	15	4
Canada	DAB	1999	35	33.2	73	..
China	DAB	2007	8	1320	..	..
Czech Rep.	DAB/DAB+	trial 2006	12	10.3	5	..
Denmark	DAB	..	90	5.5	18	..
France	DMB	2008	20	63	146	81
Germany	DAB	2011	70	83	143	..
Hong Kong	DAB	trials 2004 / 2009	40–50	6.9	7	7
Hungary	DAB+	2008	..	10.1	4	1
Indonesia	DMB	2006 (trial)	..	234.7	..	..
Ireland	DAB	2008 (trial)	44	4	20	14
Italy	DAB/DAB+/DMB	2005 / 2008	75	59	83	62
Malta	DAB+	2008	100	0.4	28	..
Netherlands	DAB	2008	+ 70	16	12	12
Norway	DAB	2007	80	4.8	26	24
Poland	DAB	2003	5	38.5	5	..
Singapore	DAB/DAB+	1999 / 2008	99	4.5	33	25
South Korea	DMB/DAB		75	59	..	..
Spain	DAB	1998	52	45	34	0
Sweden	DAB / DAB+ trial	1995 / 2009	35	9.1	3	8
Switzerland	DAB/DAB+	.. / 2009	90	7.5	63	..
Taiwan, Rep. Of China	DAB	2005	appr 90	24	13	..
United Kingdom	DAB		85	60.6	169	..
Vietnam	DMB trial	2008	..	..	..	..

Source: World DMB (2010).

Table 5.4 DRM programme services in the world 2010

	No of services
North America	5
South America	1
Europe	33
Africa	1
Asia	5
Pacific	4

Note: DRM, Digital Radio Mondial, is a digital replacement for current analogue radio broadcasting in the AM and FM/VHF bands, and as such it can be operated with the same channelling and spectrum allocations as currently employed.

Source: DRM (2010).

Table 5.5 Radio stations available over digital radio platforms in selected countries 2008/2009 (excluding internet-only stations)

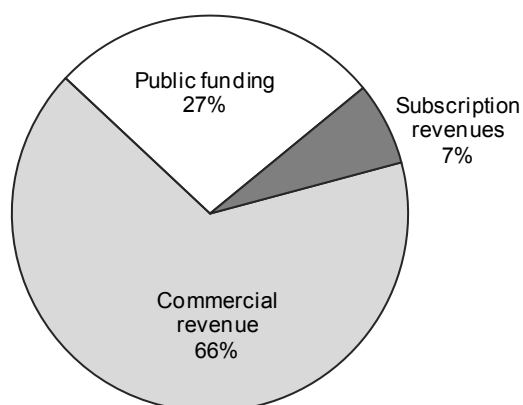
	Public	Private	Total
Canada	18	286	304
France	8	105	113
Germany	45	71	116
Italy	24	41	65
Japan	3	7	10
United Kingdom	43	380	423
USA	0	2 100	2 100

Source: Ofcom (2009).

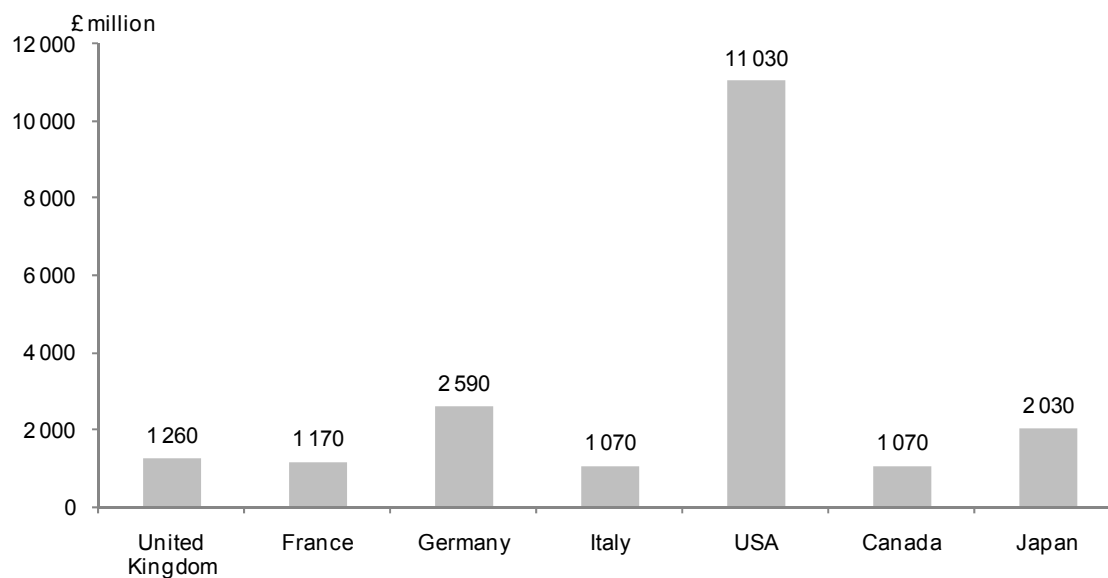
Table 5.6 Global radio industry revenues 2003–2008 (GBP billions)

	Revenue (GBP billions)					
	2003	2004	2005	2006	2007	2008
Commercial revenue	16,4	17,6	18	18,6	18,7	17,6
Public funding	5,9	6,6	6,8	6,9	7,1	7,2
Subscription revenues	0,1	0,2	0,5	1	1,4	1,8
Total	22,2	24,3	25,4	26,5	27,2	26,6

Source: Ofcom (2009).

Figure 5.1 Global radio industry revenue, share of total revenue 2008 (per cent)

Source: Ofco, (2009).

Figure 5.2 Radio industry revenue, selected countries 2008 (GBP millions)

Source: Ofcom (2009).

Table 5.7 Radio industry revenue per capita, selected countries 2008 (GBP)

	Total revenue (GBP millions)	Revenue per capita (GBP)
Ireland	190	45.6
USA	11 030	36.3
Sweden	290	32.2
Germany	2 590	31.4
Canada	1 070	31.4
Poland	150	3.9
Netherlands	380	22.3
United Kingdom	1 260	20.7
Italy	1 070	18.4
France	1 170	18.1
Japan	2 030	16.0
Spain	510	11.1

Source: Ofcom (2009).

Table 5.8 Distribution of advertising expenditure by medium, selected countries, 2007 (per cent and per cent of GDP)

	Newspaper	Magazine	Television	Radio	Cinema	Outdoor	Internet	Advertising as % of GDP
Portugal	21.7	10.9	55.9	4.7	0.7	6.2	0.0	1.32
USA	24.5	10.2	37.8	10.7	0.4	3.5	13.0	1.18
United Kingdom	31.3	11.8	26.9	3.3	1.4	6.5	18.8	1.08
Austria	46.0	16.4	21.9	6.2	0.6	6.3	2.5	0.96
Japan	19.3	9.3	41.0	3.4	0.0	17.0	10.1	0.88
Greece	14.8	33.9	45.5	4.2	0.0	0.0	1.6	0.86
Ireland	54.6	2.0	23.6	8.9	0.7	8.7	1.4	0.83
Denmark	46.3	10.8	18.5	2.1	0.4	3.5	18.4	0.80
Finland	51.9	16.0	20.4	3.7	0.2	3.2	4.8	0.80
Sweden	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Switzerland	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Netherlands	35.0	18.5	19.7	6.3	0.1	3.8	16.6	0.77
Spain	25.4	9.0	43.4	8.5	0.5	7.1	6.0	0.76
Belgium	28.8	12.6	35.5	11.9	0.9	6.6	3.6	0.73
Germany	42.1	17.5	26.0	4.3	0.7	5.1	4.3	0.73
Italy	19.8	16.8	52.0	5.3	0.8	2.2	3.1	0.65
France	25.6	19.0	32.4	7.2	0.8	10.3	4.6	0.64
Norway	50.7	8.3	21.0	3.8	0.9	3.3	12.1	0.64

Source: Statistics Finland (2010).

Table 5.9 Worldwide: Access to radio in household, share of households 2007 (%)

AFRICA	(%)	NORTH & SOUTH AMERICA	(%)
Botswana	70	Bermuda	73
Burkina Faso	63	Bolivia	67
Cameroon	63	Brazil	88
Chad	37	Colombia	71
Congo	57	Costa Rica	85
Egypt	85	Cuba	38
Ethiopia	34	Dominican Republic	62
Ghana	71	Ecuador	73
Guinea	64	El Salvador	58
Kenya	74	Honduras	65
Lesotho	54	Mexico	88
Madagascar	59	Panama	80
Malawi	62	Paraguay	80
Morocco	79	Peru	84
Mozambique	53	United States	99
Nigeria	77	Uruguay	94
Rwanda	46	Venezuela	83
Senegal	87		
South Africa	81		
Sudan	39		
U. Rep. Of Tanzania	58		
ASIA		EUROPE	
Azerbaijan	99	Croatia	50
Georgia	19	TFYR Macedonia	39
India	33		
Indonesia	70		
Mongolia	25		
Oman	69		
Philippines	71		
Bangladesh	30		
Bhutan	77		
Maldives	72		
		THE PACIFIC	
		N. Mariana Islands	79

Source: United Nations (2008).

Table 5.10 Radio in Africa: Radio listening in 17 sub-Saharan countries, In the past seven days and Once a day 2004–2005 (per cent of population)

	Listened (%)	
	In past 7 days	Once a day
	(2004–2005)	National (2002–2005)
Angola	–	–
Botswana	–	72
Cameroon	73	52
DRC	–	–
Ethiopia	72	45
Ghana	91	69
Kenya	91	77
Mozambique	91	69
Nigeria	88	60
Senegal	90	76
Sierra Leone	–	–
Samoa	–	68
South Africa	92	79
Tanzania	90	45
Uganda	93	74
Zambia	71	53
Zimbabwe	37	37

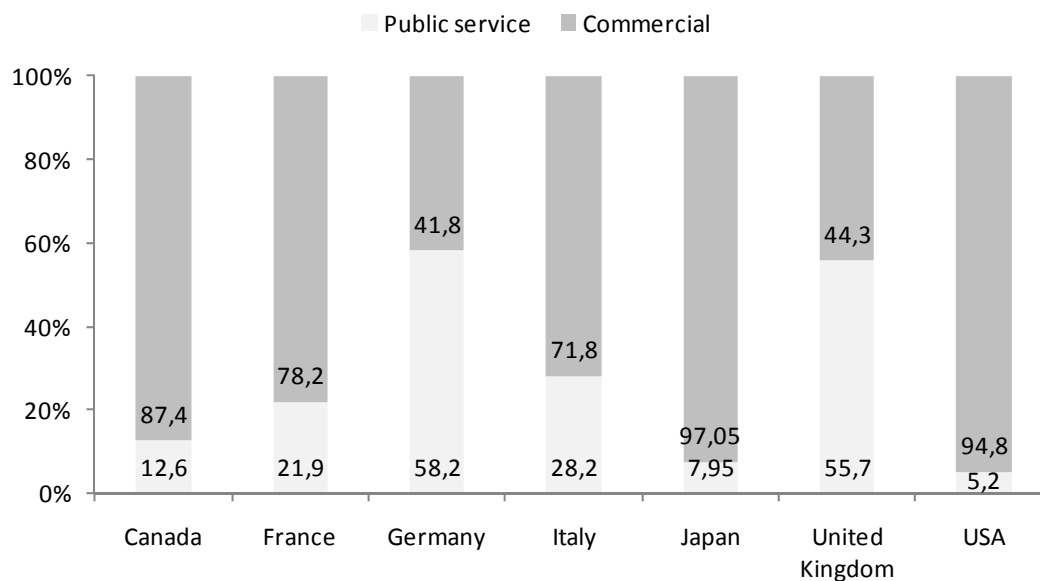
Source: BBC World Service Trust (2006).

Table 5.11 Radio listening in Europe, public service radio and private radio 2006 (per cent)

	Public radio company	Radio listening (%)	
		Public service	Private radio
Belgium (Flanders)	VRT	63,9	22,1
Belgium (Wallonia)	RTBF	26,3	..
Bulgaria	BNR	25,5	..
Denmark	DR	69	4,5
Germany	ARD	55,9	1,6
Estonia	ER	37,5	32,5
Estonia	ER Raadio 4 (russian)	34	40,8
Finland	YLE	52	47
France	RF	19,9	55,2
Greece	ERT	16,4	..
Great Britain			..
	BBC	43,6	
	BBC regional / local	10,4	
Italy	RAI	20,2	19,9
Ireland			12,1
	RTE	36	
	Regional. / local sender	51	
Croatia			..
	HRT	6,7	
	HRT regional	14,5	
Latvia	LR	43	..
Lithuania	LRT	23,3	..
Netherlands			36,7
	NPO	28,9	
	regional channels	14,6	
Norway	NRK	64,8	31,9
Austria	ORF	79	18
Poland	PR	21,7	..
Portugal	RDP	11,7	..
Rumania	ROR	19,3	63,3
Sweden	SR	62,9	21,8
Switzerland	SRG-SSR	67,6	..
Slovakia	SK/SR	33,5	33,5
Slovenia			..
	RTV	25,2	
	RTV regional	33,3	
	RTV international	1,1	
Spain	RNE	8,1	51,1
Czech Republic			23,2
	CR	14,7	
	CR regional	8,1	
Hungary	MR	27,8	..

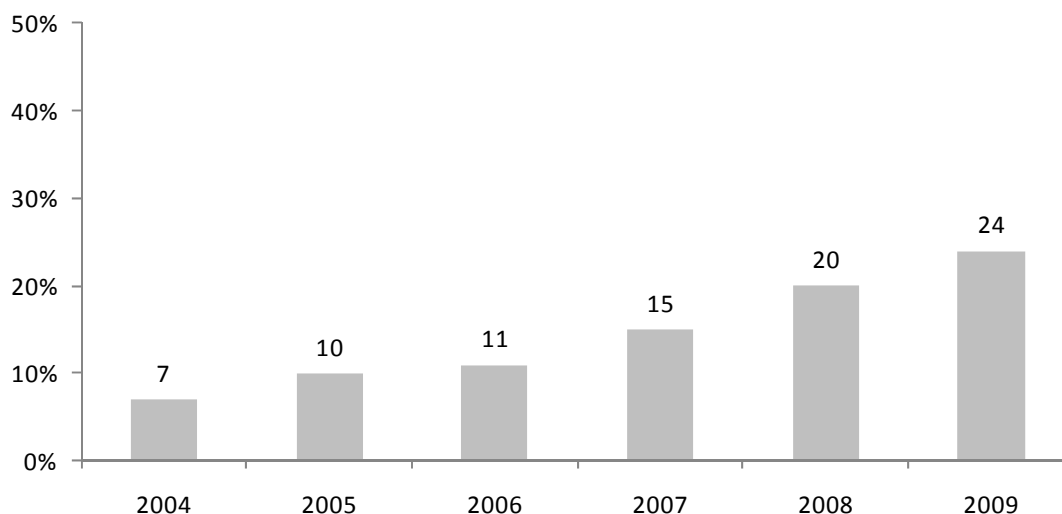
Source: Hans-Bredow-Institut (2009).

Figure 5.3 Public service radio share of listening in selected countries 2008 (per cent of listening time)



Source: Ofcom (2009).

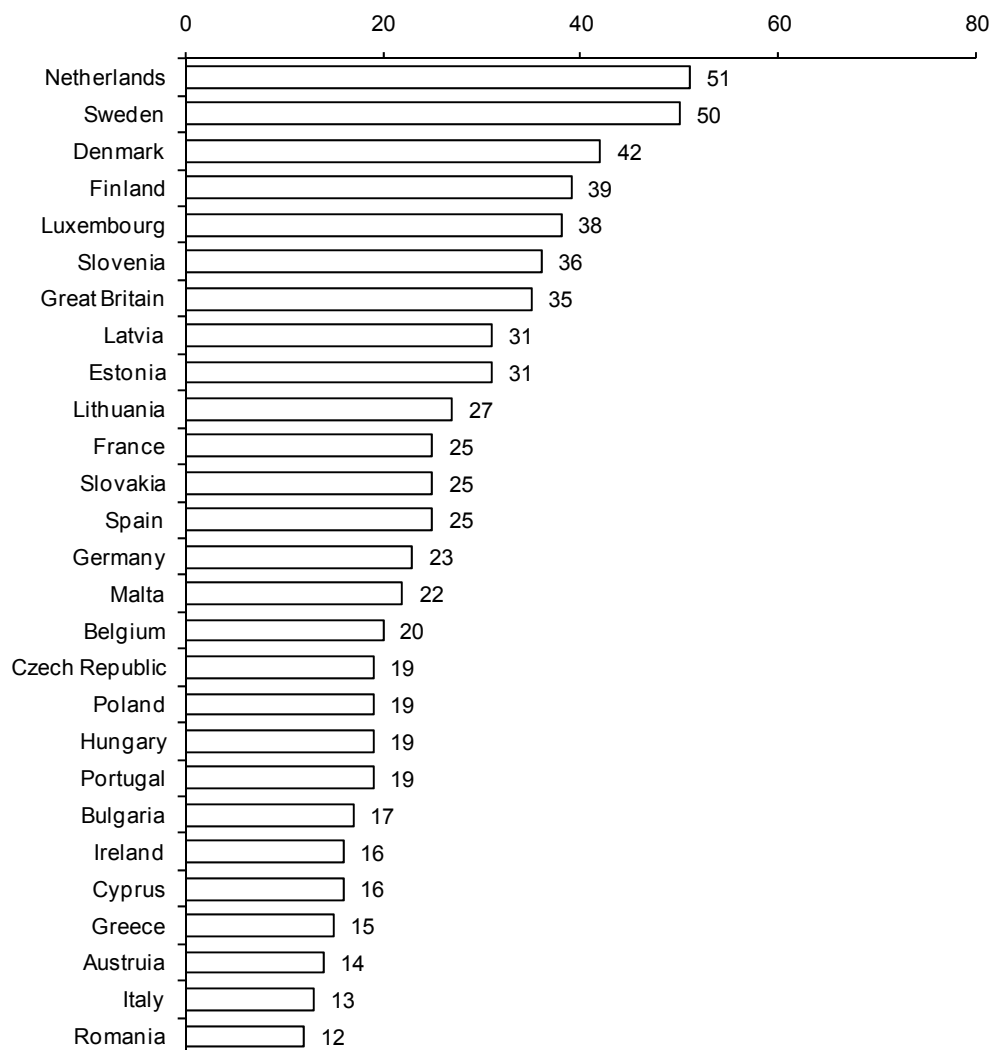
Figure 5.4 Individuals who listened to web radio or watched web TV during the last three months in EU27 2004-2009 (per cent)



Note: Age 16-74.

Source: Statistics Finland (2010).

Figure 5.5 Individuals who listened to web radio or watched web TV during the last three months by country 2009 (per cent)



Note: Age 16-74.

Source: Internetstatistik (2010).

Newspapers in the World

Table 6.1 Top ten paid-for newspapers in the world 2008

Title	Country	Language	Circulation (000)	Format	Publishing company
Yomiuri Simbun	Japan	Japanese	10 020	Broadsheet	Yomiuri Shimbun
The Asahi Shimbun	Japan	Japanese	8 049	Broadsheet	Asahi Shimbun Company
Mainichi Shimbun	Japan	Japanese	3 901	Broadsheet	Mainichi Newspapers
The Times of India	India	English	3 433	..	Bennett, Coleman & Co. Ltd
Bild	Germany	German	3 142	Nordic	Axel Springer AG
Cankao Xiaoxi	China	Chinese	3 142	Tabloid	Xinhua News Agency
The Nikkei	Japan	Japanese	3 052	Broadsheet	Nikkei Inc.
The Sun	United Kingdom	English	3 046	Tabloid	News International Ltd
People's Daily	China	Chinese	2 939	Broadsheet	People's Daily
Chunichi Shimbun	Japan	Japanese	2 761	Broadsheet	Chunichi Shimbun

Source: World Association of Newspapers (2009) (processed).

Table 6.2 Top ten free newspapers in the world 2009 (circulation)

	Title	Country	Average daily circulation
1.	Metro	United Kingdom	1 334 000
2.	Leggo	Italy	963 000
3.	City	Italy	779 000
4.	Headline Daily	Hong Kong	740 000
5.	Metro	Canada	733 000
6.	20 Minutes	France	710 000
7.	20 Minutes	Switzerland	701 000
8.	Metro	South Korea	700 000
9.	20 Minutos	Spain	787 000
10.	France Direct Plus Group	France	650 000

Note: The Beijing Daily Messenger is claimed to have a circulation of between 180 000 to 1 000 000 copies, according to different sources, and is therefore not included in the top list.

Source: Newspaperinnovation.com (2010).

Table 6.3 Languages of top 100 paid-for dailies 2008

Language	Number of titles among top 100 dailies
Chinese	26
English	19
Japanese	16
Hindi	7
Korean	6
Thai	4
Arabic	2
German	2
Malayalam	2
Russian	2
Tamil	2
Turkish	2
Bengali	1
Dutch	1
Filipino	1
French	1
Gujarati	1
Indonesian	1
Italian	1
Marathi	1
Polish	1
Telugu	1

Note: Top 100 after circulation/issue.

Source: World Association of Newspapers (2009).

Table 6.4 Free daily newspapers in the world, number of titles 1995–2009

	Number of titles			Total
	Europe	North & South America	Africa/Asia/Australia	
1995	2	..	..	2
1996	2	..	..	2
1997	4	..	..	4
1998	8	..	..	8
1999	17	13	..	30
2000	26	30	5	61
2001	29	34	7	70
2002	31	41	10	82
2003	39	47	12	98
2004	61	48	16	125
2005	82	59	19	160
2006	117	75	23	215
2007	116	80	35	231
2008	110	78	41	229
2009	92	79	38	209

Source: Newspaperinnovation.com (2009).

Table 6.5 Free daily newspapers in the world, circulation 1995–2009 (thousand daily copies)

	Circulation, daily (000)			Total
	Europe	North & South America	Africa/Asia/Australia	
1995	231	..	..	231
1996	249	..	..	249
1997	558	..	..	558
1998	918	..	..	918
1999	2 711	180	..	2 891
2000	5 292	1 779	495	7 566
2001	7 371	1 907	765	10 043
2002	8 345	2 212	2 008	12 565
2003	8 778	3 097	2 922	14 797
2004	11 010	3 384	3 770	18 164
2005	15 375	5 028	4 407	24 810
2006	24 267	6 204	5 853	36 324
2007	26 890	6 832	8 097	41 819
2008	25 272	7 128	9 270	41 670
2009	21 354	6 712	8 915	36 981

Source: Newspaperinnovation.com (2009).

Table 6.6 Free papers: Number of countries, titles and circulation (thousand) in North and South America 1999–2010

	Number of countries	Number of titles	Average circulation (thousand)	End of year circulation (thousand)
1999	3	13	90	180
2000	6	30	1 005	1 779
2001	7	39	1 891	1 907
2002	8	42	1 983	2 212
2003	8	52	3 219	3 508
2004	8	50	3 280	3 389
2005	9	63	4 444	5 033
2006	10	79	5 784	6 203
2007	10	86	6 628	6 830
2008	10	95	6 866	7 127
2009	10	89	6 832	6 657
2010	10	74	6 842	6 842

Source: Newspaperinnovation.com (2010).

Table 6.7 Free papers: Number of countries, titles and circulation (thousand) in Europe 1995–2010

	Number of countries	Number of titles	Average circulation (thousand)	End of year circulation (thousand)
1995	3	3	231	231
1996	3	3	249	249
1997	5	7	403	558
1998	7	12	737	918
1999	10	19	1 915	2 711
2000	14	31	4 574	5 294
2001	16	38	6 389	7 373
2002	17	36	7 929	8 347
2003	17	42	8 476	8 797
2004	20	64	10 068	11 029
2005	25	86	13 891	15 412
2006	29	133	21 367	24 304
2007	31	139	26 121	26 928
2008	33	130	26 165	25 707
2009	32	115	21 309	19 584
2010	29	82	19 485	19 485

Source: Newspaperinnovation.com (2010).

Table 6.8 Paid-for newspapers in the world 2004–2008 (number of titles and circulation)

	2004	2005	2006	2007	2008
<i>Region (number of countries)</i>					
	<i>Number of titles</i>				
Africa (48)	382	402	421	443	461
North America (27)	2 104	2 102	2 094	2 083	2 074
South America (13)	1 077	1 098	1 101	1 135	1 270
Asia (47)	4 808	5 131	5 481	5 861	6 095
Australia and the Pacific (13)	87	88	89	89	88
Europe (47)	2 248	2 288	2 321	2 333	2 309
Total (195)	10 706	11 109	11 507	11 944	12 297
	<i>Total average circulation (000)</i>				
Africa (45)	8 638	8 782	9 168	9 228	9 865
North America (26)	68 351	66 925	65 810	64 430	62 041
South America (12)	13 238	13 541	14 159	15 143	15 409
Asia (48)	308 398	316 704	331 368	347 853	358 005
Australia and the Pacific (13)	3 488	3 473	3 443	3 417	3 330
Europe (45)	93 537	93 665	94 222	92 451	90 805
Total (189)	495 650	503 090	518 170	532 522	539 455

Source: World Association of Newspapers (2009).

Table 6.9 Number of paid-for dailies in the world by country 2004, 2006 and 2008

	Number of titles			Adult population (000)	Adult (15+) literacy rate 2007 (%)
	2004	2006	2008		
AFRICA					
Algeria	30	43	65	24 891	75.4
Angola	1	1	1	7 063	67.4
Benin	30	37	38	4 652	40.5
Botswana	1	1	1	1 194	82.9
Burkina Faso	5	5	5	8 194	28.7
Burundi	1	1	1	4 672	59.3
Cameroon	4	4	5	10 884	67.9
Central African Republic	6	6	6	2 610	48.6
Comoros	1	1	–	421	75.1
Congo, Dem. Rep. of the	11	12	12	35 208	81.1
Congo, Rep. of the	5	5	5	2 102	67.2
Djibouti	–	–	1	287	..
Egypt	15	16	17	55 730	66.4
Ethiopia	4	3	3	44 605	35.9
Gabon	1	1	1	860	86.2
Gambia	2	3	3	974	..
Ghana	10	12	12	14 553	65.0
Guinea	2	2	2	5 600	29.5
Ivory Coast	20	22	23	11 926	48.7
Kenya	5	5	8	21 935	73.6
Liberia	3	6	7	1 869	55.5
Libya	4	4	6	4 125	86.8
Madagascar	12	12	13	11 284	70.7
Malawi	2	2	2	7 529	71.8
Mali	9	12	12	6 383	26.2
Mauritania	4	4	4	1 841	55.8
Mauritius	4	4	4	982	87.4
Morocco	29	31	33	23 870	55.6
Mozambique	6	2	2	11 811	44.4
Namibia	4	4	4	1 323	88.0
Niger	1	1	1	7 041	28.7
Nigeria	24	26	28	85 277	72.0
Reunion	3	3	3	553	..
Rwanda	–	1	1	5 918	64.9
Sao Tome and Principe	1	1	1	109	87.9
Senegal	23	26	26	7 468	41.9
Sierra Leone	9	10	10	3 487	38.1
Somalia	5	6	7	5 282	..
South Africa	18	19	22	33 014	88.0
Sudan	27	29	29	23 673	60.9
Swaziland	2	2	2	679	79.6
Tanzania	15	14	14	22 730	72.3
Togo	1	1	1	3 415	53.2
Tunisia	10	9	9	7 970	77.7
Uganda	5	5	5	15 674	73.6
Zambia	3	3	3	6 376	70.6
Zimbabwe	3	3	2	6 370	91.2
Cont.					

Cont.

Cont. Table 6.9

	Number of titles			Adult population (000)	Adult (15+) literacy rate 2007 (%)
	2004	2006	2008		
NORTH & CENTRAL AMERICA					
Bahamas	4	4	4	225	..
Barbados	2	2	2	228	..
Canada	100	100	98	26 978	..
Costa Rica	7	6	6	3 296	95.9
Cuba	19	19	19	9 305	99.8
Dominican Republic	8	8	8	6 486	89.1
El Salvador	6	6	6	4 538	82.0
Guadeloupe	1	1	1	346	..
Guatemala	9	9	9	7 782	73.2
Haiti	2	2	2	5 192	62.1
Honduras	6	6	6	4 684	83.6
Jamaica	3	3	3	1 907	86.0
Martinique	1	1	1	339	92.8
Mexico	440	450	460	77 399	78.0
Netherlands Antilles	3	3	3	173	93.4
Nicaragua	6	6	7	3 785	..
Panama	7	7	7	2 294	..
Puerto Rico	9	9	9	3 146	..
Trinidad and Tobago	3	3	3	988	98.7
USA	1 457	1 437	1 408	242 678	..
SOUTH AMERICA					
Argentina	178	178	191	15 705	97.6
Bolivia	19	19	25	6 147	90.7
Brazil	532	532	667	117 076	90.0
Chile	56	56	55	12 213	96.5
Colombia	40	42	42	31 309	92.7
Ecuador	44	44	44	9 501	91.0
French Guiana	2	2	2	142	96.0
Guyana	3	3	3	571	..
Paraguay	5	5	8	4 186	..
Peru	73	86	89	19 768	94.6
Suriname	4	4	4	345	89.6
Uruguay	29	32	34	2 689	90.4
Venezuela	92	98	106	18 218	97.9
ASIA					
Afghanistan	8	12	16	18 143	28.0
Armenia	5	8	11	2 617	99.5
Azerbaijan	24	30	32	6 169	99.5
Bahrain	6	8	8	528	88.8
Bangladesh	388	410	430	102 323	53.5
Bhutan	–	–	1	472	52.8
Brunei	2	3	3	278	94.9
Cambodia	20	20	22	9 513	76.3
China	962	984	–	958 085	93.3
Georgia	10	10	10	3 875	100.0
Hong Kong	49	51	50	6 133	..
India	1 729	2 130	2 500	751 270	66.0
Indonesia	218	222	226	169 994	92.0
Iran	172	198	183	51 162	82.3
Israel	12	12	14	5 143.8	97.1

Cont.

Cont. Table 6.9

	Number of titles			Adult population (000)	Adult (15+) literacy rate 2007 (%)
	2004	2006	2008		
Japan	107	107	109	109 760	..
Jordan	5	7	7	4 206	91.1
Korea, North	15	15	15	18 092	..
Korea, South	131	184	277	39 943	..
Kuwait	7	8	17	1 907	94.5
Kyrgyzstan	5	5	5	3 755	99.3
Laos	6	6	6	3 939	72.7
Lebanon	14	14	14	2 939	89.6
Macau	11	11	13	456	..
Malaysia	34	29	49	17 240	91.9
Maldives	3	4	6	296	97.0
Mongolia	6	10	15	1 842	97.3
Myanmar	7	8	6	35 482	89.9
Nepal	261	280	298	18 301	56.5
Oman	6	6	7	1 897	84.4
Pakistan	291	370	–	107 441	54.2
Palestinian Authority	3	4	3	830	93.8
Philippines	27	27	27	61 960	93.4
Qatar	5	6	7	645	93.1
Saudi Arabia	14	16	16	17 443	85.0
Singapore	9	9	9	3 926	94.4
Sri Lanka	18	18	18	16 037	90.8
Syria	9	9	9	12 601	83.1
Taiwan	31	25	21	18 964	94.1
Thailand	40	45	45	51 607	50.1
Timor-Leste	2	3	3	719	88.7
Turkey	62	81	79	54 347	99.5
Turkmenistan	2	2	2	3 408	90.0
United Arab Emirates	9	11	12	3 675	96.9
Uzbekistan	4	4	4	19 427	90.3
Vietnam	54	54	55	64 100	58.9
Yemen	5	5	5	12 380	28.0
AUSTRALIA & THE PACIFIC					
Australia	47	48	48	16 939	..
Fiji	3	3	3	647	..
French Polynesia	2	2	2	213	..
Guam	1	1	1	126	..
New Caledonia	1	1	1	164	..
New Zealand	23	23	22	3 303	..
Papua New Guinea	2	2	2	3 721	57.8
Samoa	1	1	1	135	98.7
Solomon Islands	1	1	1	348	76.6
Vanuatu	1	1	1	148	78.1
EUROPE					
Albania	21	28	28	2 766	99.0
Austria	16	17	16	7 055	..
Belarus	14	14	14	8 405	99.7
Belgium	28	28	21	8 786	..
Bosnia and Herzegovina	7	7	7	3 916	96.7
Bulgaria	58	63	64	6 648	98.3

Cont.

Cont. Table 6.9

	Number of titles			Adult population (000)	Adult (15+) literacy rate 2007 (%)
	2004	2006	2008		
Croatia	12	15	15	3 783	98.7
Cyprus	18	21	22	639	97.7
Czech Republic	80	86	82	8 905	..
Denmark	30	30	32	4 433	..
Estonia	11	12	12	1 142	99.8
Finland	53	53	52	4 406	..
France	85	85	85	49 957	..
Germany	371	370	358	70 936	..
Greece	37	39	41	9 191	97.1
Hungary	30	30	29	9 849	98.9
Iceland	2	1	3	241	..
Ireland	7	9	9	3 526	..
Italy	90	86	84	51 239	..
Kosovo	-	-	8	-	98.9
Latvia	22	21	17	1 959	99.8
Lithuania	21	21	24	3 049	99.7
Luxembourg	6	6	6	394	..
Macedonia	11	10	11	1 660	97.0
Malta	4	4	4	337	92.4
Moldova	6	8	7	2 947	99.2
Montenegro	4	4	4	6 228	96.4
Netherlands	35	29	29	13 4670	..
Norway	78	77	74	3 829	..
Poland	46	44	49	32 215	99.3
Portugal	16	16	19	8 311	94.9
Romania	51	61	75	17 862	97.6
Russia	485	521	495	120 091	99.5
Serbia	12	10	18	6 290	96.4
Slovakia	10	10	9	4 276	..
Slovenia	7	8	7	1 748	99.7
Spain	136	140	140	38 261	97.9
Sweden	90	85	84	7 640	..
Switzerland	93	91	87	6 520	..
Ukraine	30	39	51	39 691	99.7
United Kingdom	101	104	104	48 792	..

* Or latest available figure.

Sources: Source: World Association of Newspapers (2009), UNDP (2010).

Table 6.10 Paid-for national, regional and local dailies, number of titles 2004, 2006 and 2008

	National dailies			Local and regional dailies		
	2004	2006	2008	2004	2006	2008
AFRICA						
Angola	1	1	1			
Botswana	1	1	1			
Burundi	1	1	1			
Comoros	1	1	–			
Congo, Dem. Rep. of the	11	12	12			
Ethiopia	4	3	3			
Gambia	2	3	3			
Guinea	2	2	2			
Kenya	5	5	8			
Malawi	2	2	2			
Mauritania	4	4	4			
Mauritius	4	4	4			
Morocco	16	17	19	13	14	14
Mozambique	–	2	2			
Namibia	4	4	4			
Nigeria	18	20	–	6	6	–
Sao Tome and Principe	1	1	1			
Senegal	23	26	26			
Sierra Leone				9	10	10
Somalia				5	6	7
South Africa	1	6	–	17	13	–
Swaziland	2	2	2			
Tanzania	15	14	14			
Togo	1	1	1			
Uganda	4	4	4	1	1	1
Zambia	3	3	3			
Zimbabwe	3	3	2			
NORTH & CENTRAL AMERICA						
Bahamas	4	4	4			
Canada	2	2	2	98	98	96
Costa Rica	6	6	6	1	–	–
Cuba	4	4	4	15	15	15
El Salvador	6	6	6			
Jamaica	3	3	3			
Martinique	1	1	1			
Mexico	27	27	27	413	423	433
Panama	7	7	7			
Puerto Rico	4	4	4	5	5	5
Trinidad and Tobago	3	3	3			
SOUTH AMERICA						
Argentina	9	9	9	169	169	182
Bolivia	7	7	–	12	12	–
Chile	10	10	9	46	46	46
Colombia	–	7	8	–	35	34
Ecuador	8	8	8	33	33	33
Guyana	3	3	3			
Paraguay	–	–	7	–	–	1
Peru	25	25	23	48	61	66
Suriname	4	4	4			
Uruguay	6	7	6	23	25	28
Venezuela	15	15	15	77	83	91

Cont.

Cont. Table 6.10

	National dailies			Local and regional dailies		
	2004	2006	2008	2004	2006	2008
ASIA						
Armenia	5	8	11			
Bangladesh	164	-	-	224	-	-
Brunei	2	3	3			
China	82	79	-	880	905	-
Hong Kong	46	48	47			
Indonesia	58	-	-	160	-	-
Japan	5	5	5	102	102	104
Korea, North	3	3	3	12	12	12
Kyrgyzstan	3	3	3			
Laos	5	5	5	1	1	1
Lebanon	12	12	12			
Malaysia	16	16	34	18	13	16
Mongolia	5	10	14	1	-	1
Oman	6	6	7			
Philippines	-	22	22	-	5	5
Saudi Arabia	14	16	16			
Singapore	9	9	9			
Sri Lanka	11	11	11	7	7	7
Syria	4	4	4	5	5	5
Thailand	40	45	45			
Timor-Leste	2	3	3			
Turkey	38	53	53	24	28	26
Turkmenistan	2	2	2			
Uzbekistan	3	3	3	1	1	1
Vietnam	9	9	10	45	45	45
AUSTRALIA & THE PACIFIC						
Australia	2	2	2	35	36	36
Fiji	3	3	3			
French Polynesia	2	2	2			
Guam	1	1	1			
New Caledonia	1	1	1			
New Zealand				23	23	22
Papua New Guinea	2	2	2			
Samoa	1	1	1			
Solomon Islands	1	1	1			
Vanuatu	1	1	1			
EUROPE						
Austria	6	7	7	10	10	9
Belarus	11	11	11	3	3	3
Belgium	10	10	8	18	18	13
Bulgaria	26	27	29	32	36	35
Croatia	7	8	9	5	7	6
Czech Republic	7	10	9	73	76	73
Denmark	9	9	10	21	21	22
Estonia	6	6	6	5	6	6
Finland	8	9	9	45	44	43
France	24	24	24	61	61	61
Germany	10	10	10	361	360	348
Greece	37	39	41			
Hungary	11	11	11	19	19	18

Cont.

Cont. Table 6.10

	National dailies			Local and regional dailies		
	2004	2006	2008	2004	2006	2008
Iceland	2	1	3			
Ireland	5	8	8	2	1	1
Italy	20	21	23	70	65	61
Latvia	14	13	10	8	8	7
Lithuania	11	11	–	10	10	–
Luxembourg	6	6	6			
Macedonia	11	10	11			
Malta	4	4	4			
Moldova	5	7	7	1	1	–
Montenegro	4	4	4			
Netherlands	9	10	10	26	19	19
Norway	8	8	8	70	69	66
Poland	12	12	11	34	32	38
Portugal	9	10	10	7	6	9
Romania	14	18	19	37	43	56
Russia	24	25	25	461	496	470
Serbia	–	8	–	–	2	–
Slovakia	7	7	7	3	3	2
Slovenia	6	7	6	1	1	1
Sweden	5	4	4	85	81	80
Switzerland				93	91	87
Ukraine	–	13	41	–	26	15
United Kingdom	10	10	11	91	94	93

* Or latest available figure.

Source: World Association of Newspapers (2009) (processed).

Table 6.11 Paid-for dailies: Total average circulation 2004, 2006 and 2008 (thousands)

	Circulation (thousand copies)			Adult population (000)	Average circulation/adult (copies per 000) 2008*
	2004	2006	2008		
AFRICA					
Algeria	1 000	1 377	2 160	24 891	86.8
Angola	41	41	42	7 063	5.9
Benin	42	48	50	4 652	10.7
Botswana	11	11	11	1 194	9.2
Burkina Faso	33	33	36	8 194	4.4
Burundi	20	20	20	4 672	4.3
Cameroon	65	70	75	10 884	6.9
Central African Republic	4	5	5	2 610	1.9
Congo Dem. Rep. of the	60	50	50	35 208	1.4
Congo Rep. of the	8	8	8	2 102	3.8
Djibouti	–	–	5	287	17.4
Egypt	2 900	2 700	2 700	55 730	48.4
Ethiopia	93	92	92	44 605	2.1
Gabon	22	20	20	860	23.3
Gambia	3	3	4	974	4.1
Ghana	200	215	210	14 553	14.4
Guinea	25	25	25	5 600	4.5
Ivory Coast	185	195	200	11 926	16.8
Kenya	214	220	320	21 935	14.6
Liberia	40	50	55	1 869	29.4
Libya	70	70	100	4 125	24.2
Madagascar	90	105	115	11 284	10.2
Malawi	20	22	22	7 529	2.9
Mali	40	40	40	6 383	6.3
Mauritania	8	9	9	1 841	4.9
Mauritius	95	110	110	982	112.0
Morocco	355	350	400	23 870	16.8
Mozambique	16	17	13	11 811	1.1
Namibia	40	50	55	1 323	41.6
Niger	4	4	4	7 041	0.6
Nigeria	800	820	510	85 277	6.0
Reunion	70	73	72	553	130.2
Rwanda	–	–	10	5 918	1.7
Senegal	110	120	123	7 468	16.5
Sierra Leone	20	22	22	3 487	6.3
Somalia	16	20	21	5 282	4.0
South Africa	1 408	1 628	1 681	33 014	50.9
Sudan	88	92	90	23 673	3.8
Swaziland	25	25	25	679	36.8
Tanzania	120	115	125	22 730	5.5
Togo	5	5	5	3 415	1.5
Uganda	89	100	110	15 674	7.0
Zambia	55	60	84	6 376	13.2
Zimbabwe	125	125	28	6 370	4.4
NORTH & CENTRAL AMERICA					
Bahamas	35	40	39	225	173.3
Barbados	40	48	48	228	210.5
Canada	4 911	4 573	4 295	26 978	159.2
Costa Rica	275	199	255	3 296	77.4

Cont.

Cont. Table 6.11

	Circulation (thousand copies)			Adult population (000)	Average circulation/adult (copies per 000) 2008*
	2004	2006	2008		
Cuba	1 800	1 800	1 800	9 305	193.4
Dominican Republic	240	240	245	6 486	37.8
El Salvador	270	275	280	4 538	61.7
Guadeloupe	2	2	2	346	5.8
Guatemala	420	450	500	7 782	64.3
Haiti	22	23	23	5 192	4.4
Honduras	200	200	200	4 684	42.7
Jamaica	110	115	115	1 907	60.3
Martinique	65	65	65	339	191.7
Mexico	4 100	4 200	4 400	77 399	56.8
Netherlands Antilles	30	30	30	173	173.4
Nicaragua	180	180	175	3 785	46.2
Panama	190	191	233	2 294	101.6
Puerto Rico	600	601	490	3 146	155.8
Trinidad and Tobago	133	137	140	988	141.7
USA	54 626	52 329	48 598	242 678	200.3
SOUTH AMERICA					
Argentina	1 175	1 287	1 188	15 705	75.6
Bolivia	138	140	145	6 147	23.6
Brazil	6 522	7 230	8 487	117 076	72.5
Chile	600	602	621	12 213	50.8
Colombia	1 500	1 600	1 650	31 309	52.7
Ecuador	480	530	536	9 501	56.4
French Guiana	15	15	15	142	105.6
Guyana	30	32	32	571	56.0
Paraguay	140	130	135	4186	32.3
Suriname	48	53	55	345	159.4
Uruguay	140	140	145	2 689	53.9
Venezuela	2 450	2 400	2 400	18 218	131.7
ASIA					
Afghanistan	20	26	30	18 143	1.7
Armenia	22	28	44	2 617	16.8
Azerbaijan	120	125	120	6 169	19.5
Bahrain	140	150	155	528	293.6
Bangladesh	1 100	1 300	1 500	102 323	14.7
Bhutan	-	-	18	472	38.1
Brunei	25	35	41	278	147.5
Cambodia	50	55	60	9 513	6.3
China	96 554	103 045	-	958 085	111.0
Georgia	45	45	45	3 875	11.6
Hong Kong	2 230	2 000	2 000	6 133	326.1
India	73 537	88 863	107 000	751 270	142.4
Indonesia	4 866	5 000	5 450	169 994	32.1
Iran	1 550	1 660	1 610	51 162	31.5
Israel	730	750	750	5 144	145.8
Japan	70 364	69 100	67 206	109 760	612.3
Jordan	65	240	270	4 206	64.2
Kazakhstan	320	330	340	11 945	28.5
Korea, North	4 500	4 500	4 500	18 092	248.7
Korea, South	13 441	13 274	13 000	39 943	325.5
Kuwait	350	430	630	1 907	330.4

Cont.

Cont. Table 6.11

	Circulation (thousand copies)			Adult population (000)	Average circulation/adult (copies per 000) 2008*
	2004	2006	2008		
Kyrgyzstan	60	55	65	3 755	17.3
Laos	23	25	25	3 939	6.3
Lebanon	215	240	244	2 939	83.0
Macau	180	185	190	456	416.7
Malaysia	2 608	2 911	4 479	17 240	259.8
Maldives	12	15	21	296	70.9
Mongolia	50	52	61	1 842	33.1
Myanmar	470	380	420	35 482	11.8
Nepal	550	650	700	18 301	38.2
Oman	160	200	239	1 897	126.0
Pakistan	7 818	8 209	-	107 441	92.5
Palestinian Authority	35	40	40	830	48.2
Philippines	3 790	3 780	3 760	61 960	60.7
Qatar	70	96	115	645	178.3
Saudi Arabia	1 270	1 397	1 420	17 443	81.4
Singapore	1 011	1 050	1 200	3 926	305.7
Sri Lanka	600	600	588	16 037	36.7
Syria	150	155	150	12 601	11.9
Taiwan	4 500	4 200	3 800	18 964	200.4
Thailand	6 850	7 300	7 350	51 607	142.4
Timor-Leste	2	3	3	719	4.2
Turkey	4 470	5 143	5 065	54 347	93.2
Turkmenistan	45	56	56	3 408	16.4
United Arab Emirates	600	800	875	3 675	238.1
Uzbekistan	30	30	30	19 427	1.5
Vietnam	2 760	2 800	2 800	64 100	43.7
Yemen	40	40	40	12 380	3.2
AUSTRALIA & THE PACIFIC					
Australia	2 563	2 531	2 484	16 939	146.6
Fiji	40	40	40	647	61.8
French Polynesia	22	22	22	213	103.3
Guam	20	20	20	126	158.7
New Caledonia	26	26	26	164	158.5
New Zealand	739	721	653	3 303	197.7
Papua New Guinea	51	54	55	3 721	14.8
Samoa	5	5	5	135	37.0
Solomon Islands	5	5	5	348	14.4
Vanuatu	3	3	3	148	20.3
EUROPE					
Albania	74	70	77	2 766	27.8
Austria	2 144	2 356	2 340	7 055	331.7
Belarus	700	700	700	8 405	83.3
Belgium	1 486	1 424	1 414	8 786	160.9
Bosnia and Herzegovina	75	75	75	3 916	19.2
Bulgaria	616	653	-	6 648	94.6
Croatia	382	560	520	3 783	137.5
Cyprus	95	100	103	639	161.2
Czech Republic	1 661	1 669	1 549	8 905	173.9
Denmark	1 325	1 268	1 164	4 433	262.6
Estonia	257	276	261	1 142	228.5

Cont.

Cont. Table 6.11

	Circulation (thousand copies)			Adult population (000)	Average circulation/adult (copies per 000) 2008*
	2004	2006	2008		
Finland	2 255	2 224	2 127	4 406	482.8
France	7 934	7 686	7 600	49 957	152.1
Germany	22 095	21 091	20 079	70 936	283.1
Greece	1 120	1 256	1 205	9 191	131.1
Hungary	1 470	1 451	1 310	9 849	133.0
Iceland	63	42	38	241	157.7
Ireland	742	800	833	3 526	236.3
Italy	5 618	5 510	5 291	51 239	103.3
Latvia	356	321	230	1 959	117.4
Lithuania	500	535	641	3 049	210.2
Luxembourg	115	114	117	394	297.0
Macedonia	150	140	170	1 660	102.4
Malta	90	100	102	337	302.7
Moldova	135	250	400	2 947	135.7
Montenegro	50	50	46	6 228	7.4
Netherlands	4 061	3 831	3 638	13 470	270.1
Kosovo	–	–	30	–	–
Norway	2 405	2 270	2 185	3 829	570.6
Poland	4 015	4 477	3 690	32 215	114.5
Portugal	520	536	558	8 311	67.1
Romania	1 112	1 039	1 194	17 862	66.8
Serbia	700	900	1 050	6 290	166.9
Slovakia	480	533	505	4 276	118.1
Slovenia	360	350	274	1 748	156.8
Spain	4 284	4 138	4 070	38 261	106.4
Sweden	3 652	3 554	3 334	7 640	436.4
Switzerland	2 486	2 344	2 205	6 520	338.2
Ukraine	1 200	3 301	4 013	39 691	101.1
United Kingdom	16 679	16 137	14 995	48 792	307.3

* Or latest available figure.

Source: World Association of Newspapers (2009).

Table 6.12 Newspaper market in the Arab region 2007–2009 (number of titles, circulation in thousands)

	Number of newspapers			Circulation (000)			Population (000)		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Bahrain	8	9	9	178	203	189	764	779	795
Egypt	17	18	19	3 627	3 774	4 018	73 600	75 200	76 704
Jordan	8	8	8	302	327	313	5 723	5 854	5 989
Kuwait	13	17	17	550	986	961	3 310	3 443	3 536
Lebanon	14	13	13	386	381	396	3 759	3 808	3 857
Morocco	19	22	20	754	761	710	31 000	31 436	31 879
Oman	7	7	8	234	249	274	2 743	2 769	2 796
Palestine	4	4	4	80	86	80	3 762	3 883	4 008
Qatar	6	7	7	204	209	211	930	1 098	1 218
Saudi Arabia	16	15	15	1 756	1 855	1 878	24 289	24 897	25 519
Sudan	29	29	29	92	94	96	37 159	38 126	39 117
Syria	9	10	10	358	361	379	19 405	19 880	20 368
Tunisia	10	10	10	355	369	399	10 225	10 327	10 429
UAE	12	13	14	993	1 101	1 092	4 488	4 764	4 907
Yemen	5	6	6	165	167	170	22,290	22 978	23 687
Arab region	177	188	189	10 035	10 923	11 164	243 447	249 242	254 809

Note: Where audited circulation not has been used, figures are based on claimed circulation.

Source: Arab Media Outlook (2010).

Table 6.13 Number of audited newspaper titles in the Arab region 2008–2009

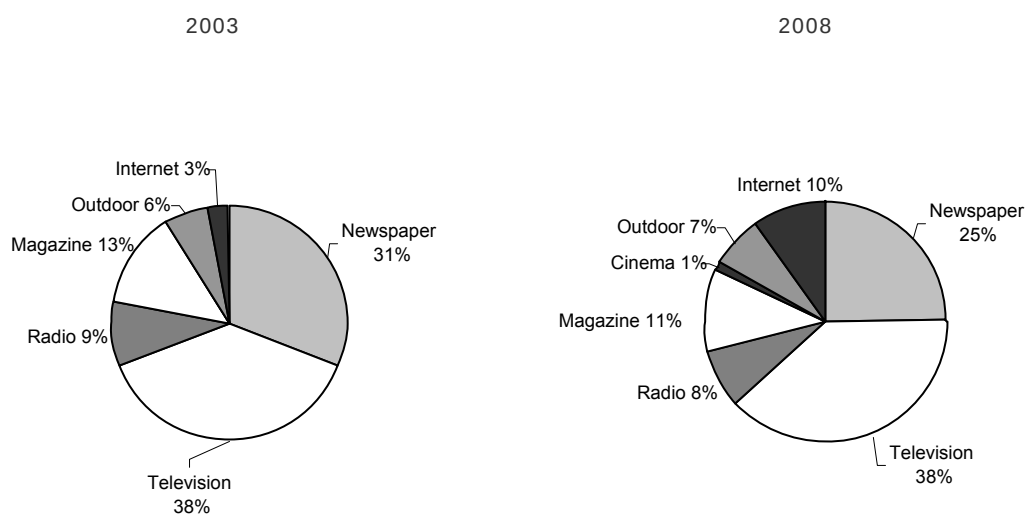
	2008	2009
Morocco	15	21
United Arab Emirate	3	3
Oman	2	2
KSA	0	1

Source: Arab Media Outlook (2010).

Table 6.14 Revenue, share of advertising and share of newspaper sales 2008 (per cent)

	Revenue (%)		Total USD (million) Advertising and newspaper sales	Befolkning?
	Advertising	Newspaper sales		
USA	84	16	41 571	
Germany	53	47	11 822	
Japan	35	65	16 205	
United Kingdom	52	48	9 046	
Italy	49	51	4 537	
Spain	53	47	4 068	
Sweden	57	43	2 213	
Denmark	38	62	1 330	
Malaysia	75	25	1 258	
Netherlands	45	55	2 001	
South Africa	54	46	818	

Source: World Association of Newspapers (2009) (processed).

Figure 6.1 Global advertising-market share by medium, 2003 and 2008 (per cent)

Source: World Association of Newspapers (2009).

Table 6.15 Distribution of advertising expenditure by medium, selected countries, 2007 (per cent and per cent of GDP)

	Newspaper	Magazine	Television	Radio	Cinema	Outdoor	Internet	Advertising as % of GDP
Portugal	21.7	10.9	55.9	4.7	0.7	6.2	0.0	1.32
USA	24.5	10.2	37.8	10.7	0.4	3.5	13.0	1.18
United Kingdom	31.3	11.8	26.9	3.3	1.4	6.5	18.8	1.08
Austria	46.0	16.4	21.9	6.2	0.6	6.3	2.5	0.96
Japan	19.3	9.3	41.0	3.4	0.0	17.0	10.1	0.88
Greece	14.8	33.9	45.5	4.2	0.0	0.0	1.6	0.86
Ireland	54.6	2.0	23.6	8.9	0.7	8.7	1.4	0.83
Denmark	46.3	10.8	18.5	2.1	0.4	3.5	18.4	0.80
Finland	51.9	16.0	20.4	3.7	0.2	3.2	4.8	0.80
Sweden	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Switzerland	43.9	18.0	16.1	3.4	0.8	16.5	1.3	0.79
Netherlands	35.0	18.5	19.7	6.3	0.1	3.8	16.6	0.77
Spain	25.4	9.0	43.4	8.5	0.5	7.1	6.0	0.76
Belgium	28.8	12.6	35.5	11.9	0.9	6.6	3.6	0.73
Germany	42.1	17.5	26.0	4.3	0.7	5.1	4.3	0.73
Italy	19.8	16.8	52.0	5.3	0.8	2.2	3.1	0.65
France	25.6	19.0	32.4	7.2	0.8	10.3	4.6	0.64
Norway	50.7	8.3	21.0	3.8	0.9	3.3	12.1	0.64

Source: Statistics Finland (2010).

Table 6.16 Newsprint cost in national currency and USD (average per ton)

	Average per ton National currency	USD
AFRICA		
Mozambique (Mozambique, metical)	12 000 000	521.71
Uganda (Ugandan shilling)	1 590 750	889.72
NORTH & CENTRAL AMERICA		
Canada (Canadian dollar)	668	591.15
Mexico (Mexican peso)	6 150	635.33
USA (US dollar)	544	544.00
SOUTH AMERICA		
Argentina (Argentine peso)	1 571	508.41
Brazil (Brazil, real)	1 192	647.83
Ecuador (US dollar)	649	649.00
Peru (Peru, nuevo sol)	1 897	640.88
Uruguay (Uruguayan peso)	10 600	497.19
ASIA		
Armenia (Armenia, dram)	472 000	823.23
Azerbaijan (Azerbaijani old manat)	2 465 000	501.96
China (China, yuan)	6 200	890.80
India (Indian rupee)	38 000	867.38
Indonesia (Indonesian rupiah)	5 390 000	602.52
Korea, South (South Korean won)	972 230	777.91
Lebanon (Lebanese pound)	1 200 000	777.91
Malaysia (Malaysia, ringgit)	2 839	850.00
Mongolia (Mongolia, tugrik)	360 000	326.13
Sri Lanka (Sri Lankan rupee)	34 000	354.98
Timor-Leste (US dollar)	2	2.20
Turkey (Turkish new lira)	1 082	825.95
AUSTRALIA & THE PACIFIC		
Australia (Australian dollar)	951	799.16
New Zealand (New Zealand dollar)	1 116	820.59
EUROPE		
Belgium (Belgium, euro)	527	483.49
Estonia (Estonian kroon)	7 700	555.56
Finland (Finland, euro)	490	612.50
France (France, euro)	518	647.50
Greece (Greece, euro)	560	700.00
Ireland (Ireland, euro)	500	735.29
Italy (Italy, euro)	522	767.65
Latvia (Latvian lat)	370	725.49
Luxembourg (Luxembourg, euro)	565	706.25
Macedonia (Macedonian denar)	30 000	552.28
Moldova (Moldovan leu)	9 360	759.12
Netherlands (Netherlands, euro)	515	635.80
Poland (Poland, zloty)	1 850	570.99
Russia (Russian ruble)	17 842	717.41
Slovakia (Slovak koruna)	22 000	740.49
Spain (Spain, euro)	500	625.00
Ukraine (Ukraine, hryvnia)	4 600	856.61
United Kingdom (British pound)	450	833.33

Note: Most recent available data used.

Source: World Association of Newspapers (2009).

Table 6.17 Daily newspaper reach in selected countries 2008 (per cent)

	2008 (%)	Previous year (%) (year)	
Iceland	96	93	2002
Japan	92	94	2002
Portugal	85	73	2003
Sweden	83	87	2005
Norway	82	86	2003
Switzerland	80	74	2002
Finland	79	82	2005
Denmark	76	81	2005
Canada	73	82	2002
Austria	73	74	2005
Germany	71 (2009)	76	2005
Netherlands	70	71	2004
Luxembourg	63 (75 incl free papers)	64	2002
Israel	60	60	2005
Slovak Republic	60		
Ireland	58	55	2002
Poland	58	32	2004
Australia	54	72	2004
Belgium	54	50	2005
Czech Republic	50		
New Zealand	49	54	2004
Slovenia	49	45	2003
Hungary	46		
USA	45 / 48	55	2001
Italy	45	40	2002
France	44	45	2005
Spain	42	41	2005
Chile	42	79	2004
India	37	17	2003
South Korea	37	45	2005
Mexico	3	36	2003
United Kingdom	33	33	2005
Turkey	31	34	2002
Greece	12	55	2004
Russia	11	7	2004

Note: The methodologies for the different survey figures differ between countries and complicates direct comparisons. The differences can be in survey design as well as age of respondents.

Source: OECD (2010).

Table 6.18 Share of individuals reading/downloading online newspapers/news magazines for private purpose 2008 (per cent)

	Share reading/downloading newspapers/ news magazines online (%)
South Korea	77
Norway	73
Iceland	69
Mexico	61
United States	57
Finland	57
Denmark	52
Switzerland	49
Sweden	45
Netherlands	43
Luxembourg	41
United Kingdom	37
Slovak Republic	34
Hungary	33
Czech Republic	33
Austria	30
Spain	27
France	22
New Zealand (2006)	19
Germany	21
Belgium	21
Portugal	20
Greece	19
Poland	19
Italy	17
Ireland	17

Source: OECD (2010).

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