

## Parks Associates: 66% of pay-TV subscribers in Western Europe have access to multiscreen services from their pay-TV operator

Thursday 18 October, 2012

Parks Associates announced new research today regarding the growth in operator-provided multiscreen services in Western Europe, which increased coverage by more than 80% in the past year. The international market research firm will highlight the findings at CONNECTIONS™ Europe on 13-14 November in Amsterdam and share recommendations on content licensing challenges, growth strategies, and new offerings in multiscreen and digital entertainment services.

The conference agenda, featuring speakers from Sky Deutschland, TiVo, Nagra, Irdeto, YuMe, and others, includes several sessions addressing the impact of multiscreen services. Currently, 66% of Western European pay-TV subscribers are able to get these services, compared to only 36% in mid-2011.

Chart: <http://blast.parksassociates.com/extras/pressreleases/conneurope/2012/multiscreen-ce12-pr.gif>

"The competition from OTT services, growth in broadband penetration, and consumer adoption of connected devices all drove the rapid deployment of multiscreen services, and now operators are looking to shift focus from customer retention to monetization," said Stuart Sikes, President, Parks Associates. "CONNECTIONS™ Europe addresses strategies for service providers to build sustainable multiscreen business models and leverage these offerings to drive adoption of premium video services."

With service providers poised to deploy over 20 million high-end, feature-rich residential gateways in Western Europe this year, multiscreen services may soon be offered in conjunction with other advanced features such as VoIP, advanced home network monitoring, and media sharing.

CONNECTIONS™ Europe hosts multiple sessions featuring consumer research and analysis on the key players, technologies, and business models for consumer video services:

The Future of OTT Services: Deriving Revenue from New Offerings  
Tech Support in a Multiscreen World  
Operators and the Personal Cloud: New Opportunities  
Connecting the Consumer to Content – Search, Discovery, and New User Interfaces  
The Value of Multiscreen Video - Moving Consumers to Premium Services  
CONNECTIONS™ Europe Sponsors: Digitalsmiths; GreenPeak Technologies; myStrom AG, a subsidiary of Swisscom; PacketVideo; People Power Company; Sigma Designs; Sutherland Global Services; iMediaShare; NewBay Software; MyHomeServices.

Visit <http://www.connectionseurope.com> or contact [sales@parksassociates.com](mailto:sales@parksassociates.com), 972-490-1113 for information.

About CONNECTIONS™ Europe

CONNECTIONS™ Europe offers high-level analysis and consumer research, networking opportunities, and information on emerging connected home services and technologies. The executive summit focuses on the next generation of services, including new partnership opportunities and strategies to engage consumers. [www.connectionseurope.com](http://www.connectionseurope.com)

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