Global **Pay TV subscriber** reached **1.05 billion** in Q2 2017

According to the latest data published by Dataxis for the second quarter of 2017, the global Pay TV subscribers reached **1.05 billion** after crossing the one billion marks for the year ending 2016. Based on Dataxis quarterly Pay TV subscriber data, 60 million Pay TV subscribers were added between the second quarter of 2016 and the second quarter of 2017 reaching **1.05 billion** subscribers globally.

Most of the growth is coming from IPTV and linear OTT with quarter on quarter growth of 24% and 44% respectively, although Linear OTT is growing but it represents only 1% of the total Pay TV market globally. Cable TV is showing a negative growth while DTH and DTT are stagnant.

Asia-Pacific with 8% quarter on quarter growth, is among the highest growing pay TV market in terms of subscribers, especially China and India together have contributed 48% of the pay TV subscribers out of total global numbers for the second quarter of 2017. Apart from North America showing negative growth, all other regions have grown modestly between Q2 2016 and Q2 2017, showing a growth rate of 1% to 4% quarter on quarter for pay TV subscribers.

By **Waseem Haider**

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**FOR MORE INFORMATION**

Waseem Haider, Senior Market Analyst | Email: waseem.haider@dataxis.com

Valerie Viaud, Head of Marketing Communications | Email: pr@dataxis.com

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Dataxis is a global firm specializing in the delivery of detailed market research, high quality events, and powerful media covering the TV and Telecom industries in more than 200 countries. Dataxis has offices in Europe, Latin America and Africa. Dataxis Intelligence launched its quarterly online service in 2003 and quickly became recognized as a leading source of information for major operators, technology suppliers, content providers and governmental bodies around the globe. The online intelligence service and market reports provide key indicators, statistics, forecasts and analysis of all TV and Telecom operators worldwide. Please visit [www.dataxis.com](http://www.dataxis.com) | Press Release [https://goo.gl/ddcgl](https://goo.gl/ddcgl) on September 2017 | ©2017 Dataxis - All rights reserved.