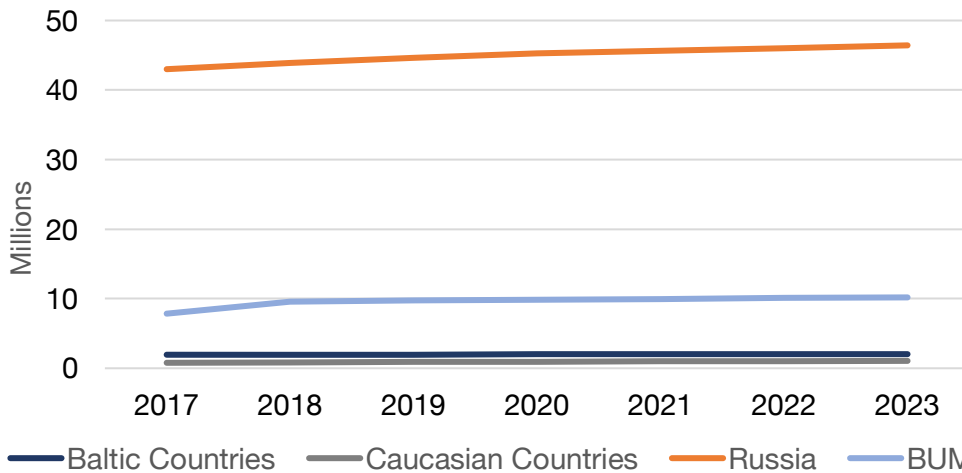


Pay-TV market to near 60 million subscribers by 2023 in European ex-USSR countries

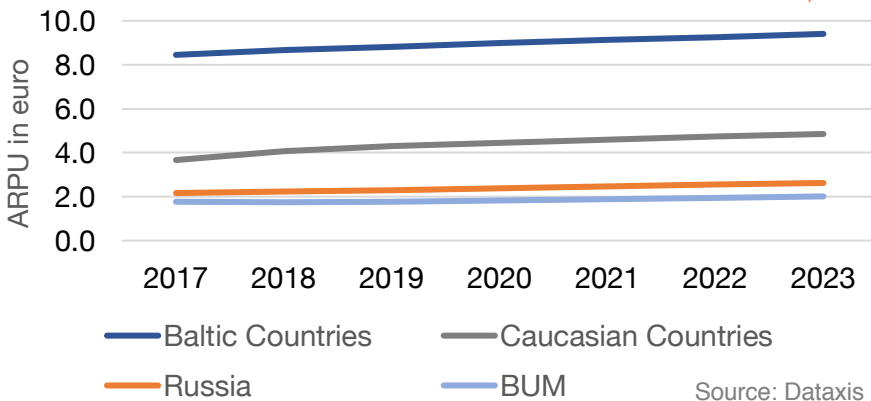
According to Dataxis forecasts, the Pay-TV market in this region* will grow at a 1.6% CAGR between 2017 and 2023 to reach 59.7 million subscribers. The Russian market represents 80% of the total today and its share should remain stable until the end of the period.

Pay-TV subscribers in European ex-USSR countries



Pay-TV revenues will approach €2 billion** by 2023. Blended ARPUs are expected to grow steadily across all regions but will remain low compared to the industry standards, ranging from €2 to €8 with relatively higher ARPU for premium services from Viasat in Baltic countries or NTV Plus in Russia for instance.

Pay-TV blended ARPU



*Baltic Countries include: Estonia, Latvia, Lithuania
 Caucasian Countries include: Armenia, Georgia
 BUM Countries are: Belarus, Ukraine, Moldova

**Exchange rate from local currencies to Euro extracted from xe.converter as of May 4th, 2018.

By Juliette Boulay

FOR MORE INFORMATION

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