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Anitec - Assinform

Anitec-Assinform is the

**Italian ICT and Consumer Electronics Industry Association**  
representing over 200 member companies





## Italy: an overview

- Population: **60** Million
- Active internet users: **43** Million
- Smartphone users: **37.5** Million
- Primary TV sets: **23.5** Million

Sources:  
Anitec-Assinform 2017  
Audiweb trends 2017



# Italy: new TV technologies trends

- **UltraHD TV growth rate** (2017 YTD):
  - Sales units: **+68%**
  - Market value: **+50%**
  - A faster growth is expected in the next months
  
- People accessing internet from **Smart TV: +21%** (2017)

Sources:  
Anitec-Assinform, Sept. 2017  
Audiweb trends, June 2017



# Italy: TV consumers demand trends

## Physical

- Higher image quality
- Larger screen sizes
- Higher connectivity

## Virtual

- VoD
- Advanced EPG / Catch-up TV
- Companion screen
- Broadcast/broadband content synchronization



# The second generation of Digital TV

## ■ October 2008–July 2012

Form Analogue to Digital Terrestrial TV

- DVB-T
- MHP

## ■ 2022

The second generation of DTT

- DVB-T2
- HbbTV 2



# Ready for the new era

## We are facing a new technology change:

- Since July 2016, all TV manufacturers put on the market only products based on **DVB-T2/HEVC** technology: over 5.6 Million of new devices in the last 15 months.
- There is a growing interest by manufacturers in implementing **HbbTV 2** features in their devices.

**HbbTV 2** and all the new digital technologies are enabling an extraordinary entertainment experience; our sector is moving fastly ad we have great expectations.

**The Italian device industry is ready!**



# Thank you !

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