

#tvmarket Germany



HbbTV

Smart TV

#HbbTV devices sold Q1-Q3 2018

 **3,1m**

94%  **2,9m**

➤ 86% of all Smart-TVs sold

 3,1m

94%  2,9m

#HbbTV devices sold 2010-Q3 2018

 **31,0m**

92%  **28,6m**

HbbTV devices sold Q1-Q3 2018

 3,1m

94%  2,9m

HbbTV devices sold 2010-Q3 2018

 31,0

92%  28,6



#households equipped with Smart-TV

2017

42%

2018

46%

**➔ on the basis of 38,7m
TV households in Germany**

HbbTV devices sold Q1-Q3 2018

 **3,1m**

94%  **2,9m**

HbbTV devices sold 2010-Q3 2018

 **31,0**

92%  **28,6**

Households equipped with Smart TV

2017 **42%** 

2018 **46%** 



#connected Smart-TVs

Total

61% 

16y-39y

68% 

40y-59y

63% 

60y+

47% 

HbbTV devices sold Q1-Q3 2018

 **3,1m**

94%  **2,9m**



HbbTV devices sold 2010-Q3 2018

 **31,0**

92%  **28,6**

Households equipped with Smart TV

2017 **42%** 

2018 **46%** 

Connected Smart TVs

Total **61%** 

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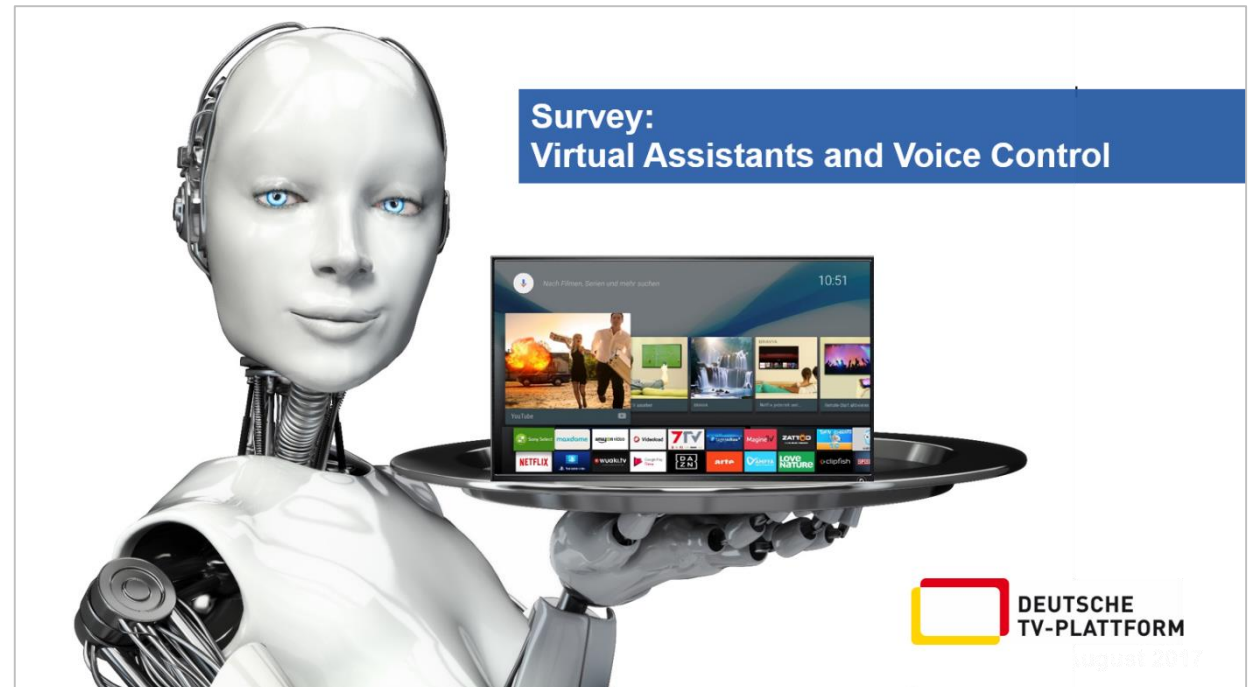
#summary

Let's talk about HbbTV

#DTVP advertisement



Get it at our stand!



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HbbTV

Smart TV