



## DisplaySearch Topical

# Worldwide Digital Broadcasting

By Paul Gray

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DisplaySearch, LLC  
1301 South Capital of Texas Highway  
Austin TX 78746  
Tel: 512 459-3126  
[www.displaysearch.com](http://www.displaysearch.com) • [info@displaysearch.com](mailto:info@displaysearch.com)

## Tune into DTV Trends Around the Globe.

Digital TV broadcasting is booming. Markets such as Western Europe already have over 40 million households using digital terrestrial as their main source of television entertainment, and that figure is growing sharply as analog signals are switched off. In addition, DTV technology is quickly evolving to a more interactive standard that is changing how consumers use their TVs.

What are the key opportunities for manufacturers in this dynamic global marketplace? This Topical report provides TV manufacturers and suppliers with a guide to the future of digital broadcasting, including a detailed market-level assessment of the broadcast standards, market size and key switchover dates across the globe. This report will enable TV manufacturers to make important strategic decisions on features and functionality while managing product diversity for the emerging digital broadcasting market.

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Contact: Patrick Maki  
Tel: +1.877.869.6069  
Email: [patrick\\_maki@displaysearch.com](mailto:patrick_maki@displaysearch.com)  
[www.displaysearch.com](http://www.displaysearch.com) • [www.displaysearchblog.com](http://www.displaysearchblog.com)