

## Cross Media Cafe

4/12/07

### Toekomst van de TV

#### Stelling:

**Content aanbod volgt  
de snelle verandering  
in de hardware markt  
te langzaam**

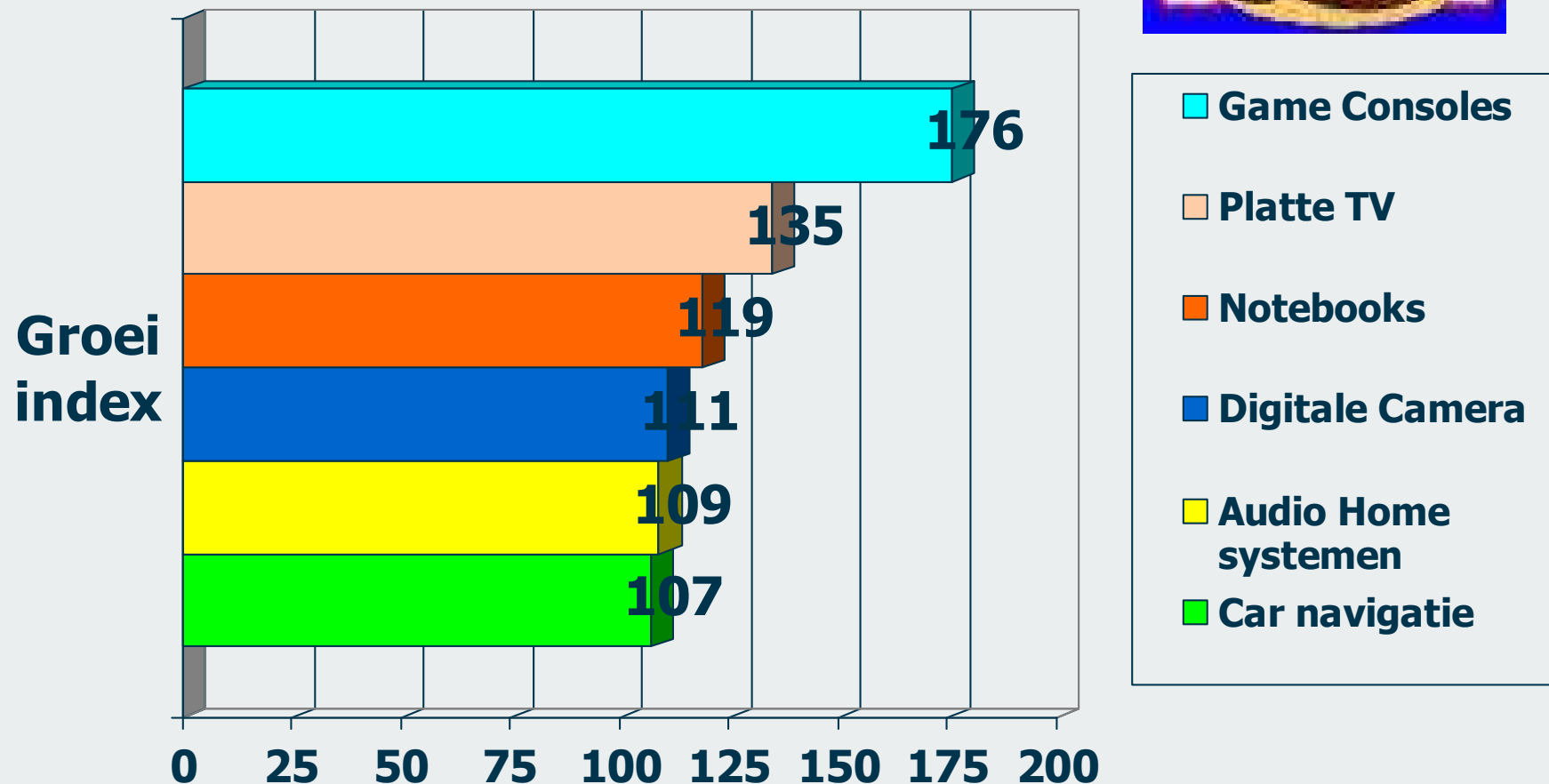
# Sinterklaas omzet groei index

## Electronica

### week 47 2007 vs week 47 2006



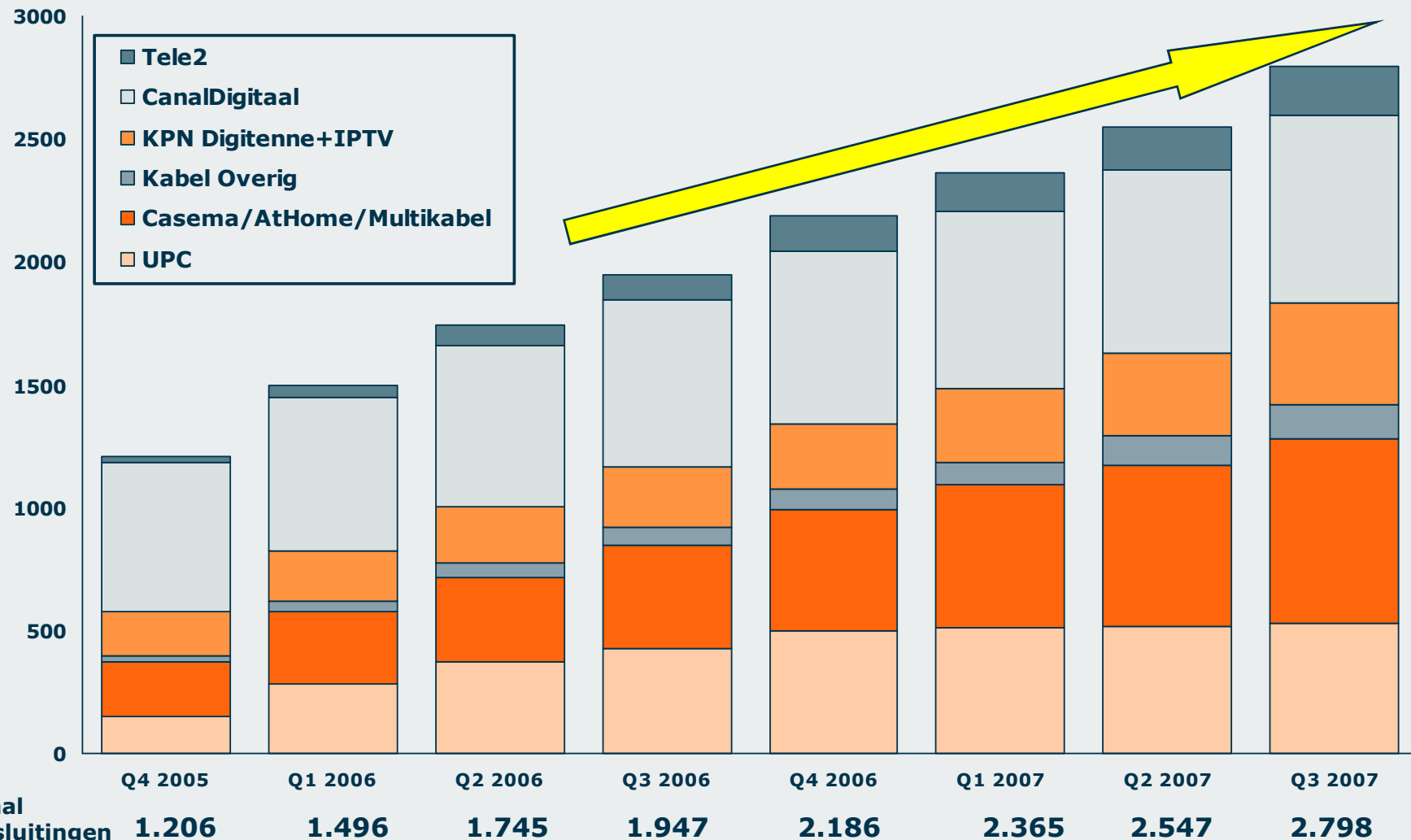
GfK



# Aansluitingen Digitale TV t/m derde kwartaal 2007 NL

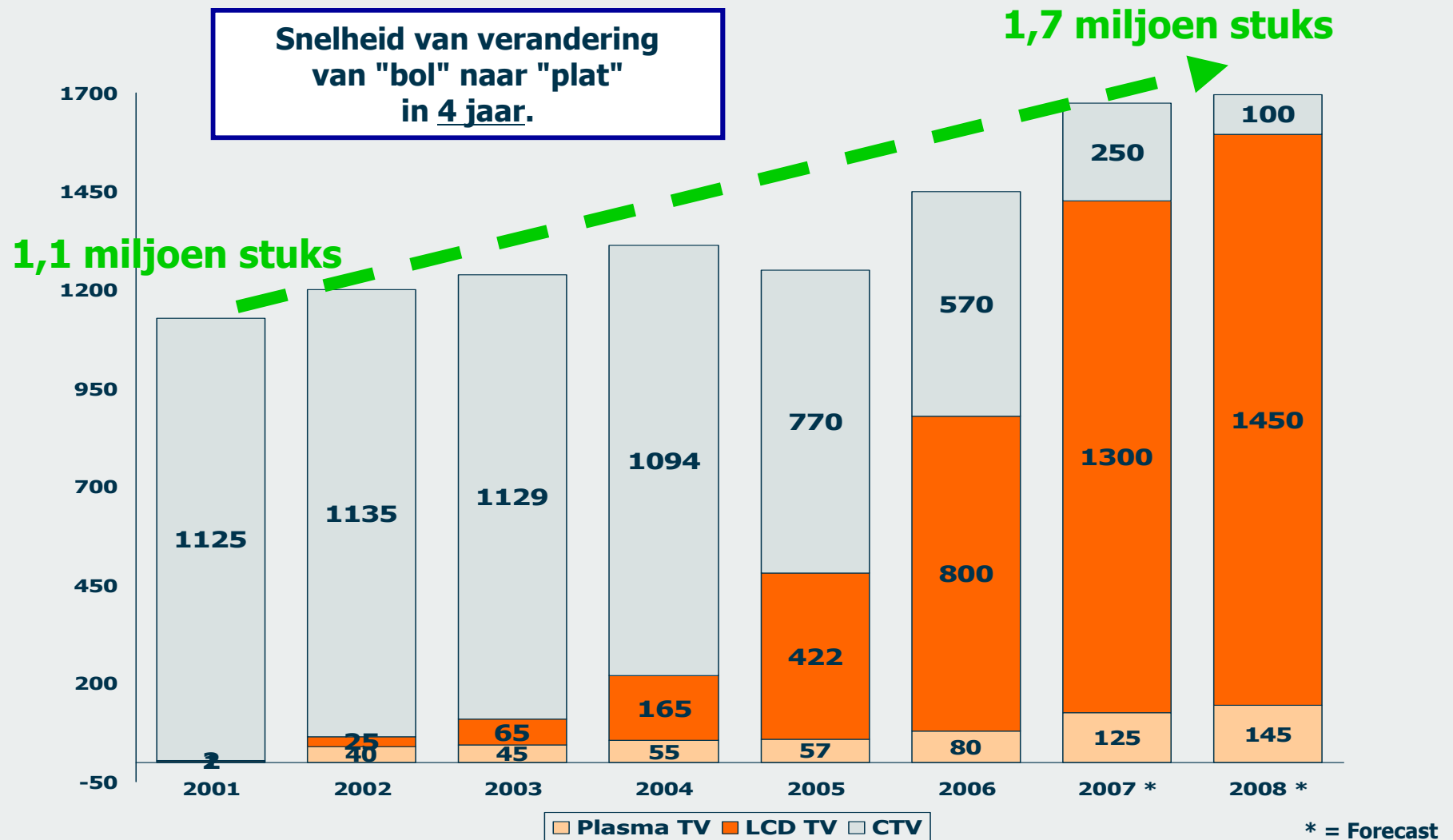
## Groei > +44% vs derde kwartaal 2006

### Penetratie 40% huishoudens



Totaal  
aansluitingen  
in .000

## Totale TV verkopen in Nederland per type TV Van "bol" naar "plat"



## Verkopen TV Nederland 2007

### Verhouding HD TV geschikt van de "Platte TV" > 90% !

Op basis van GfK Panelmarkt laatste 24 maanden, Oktober 2007





# Techniek vs Techniek .....

## Satelliet



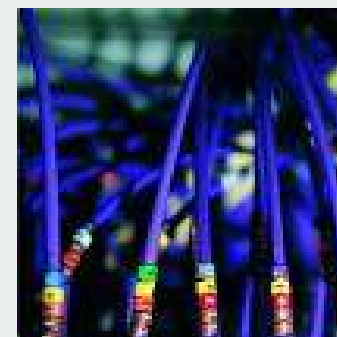
## DVB-T



## Kabel

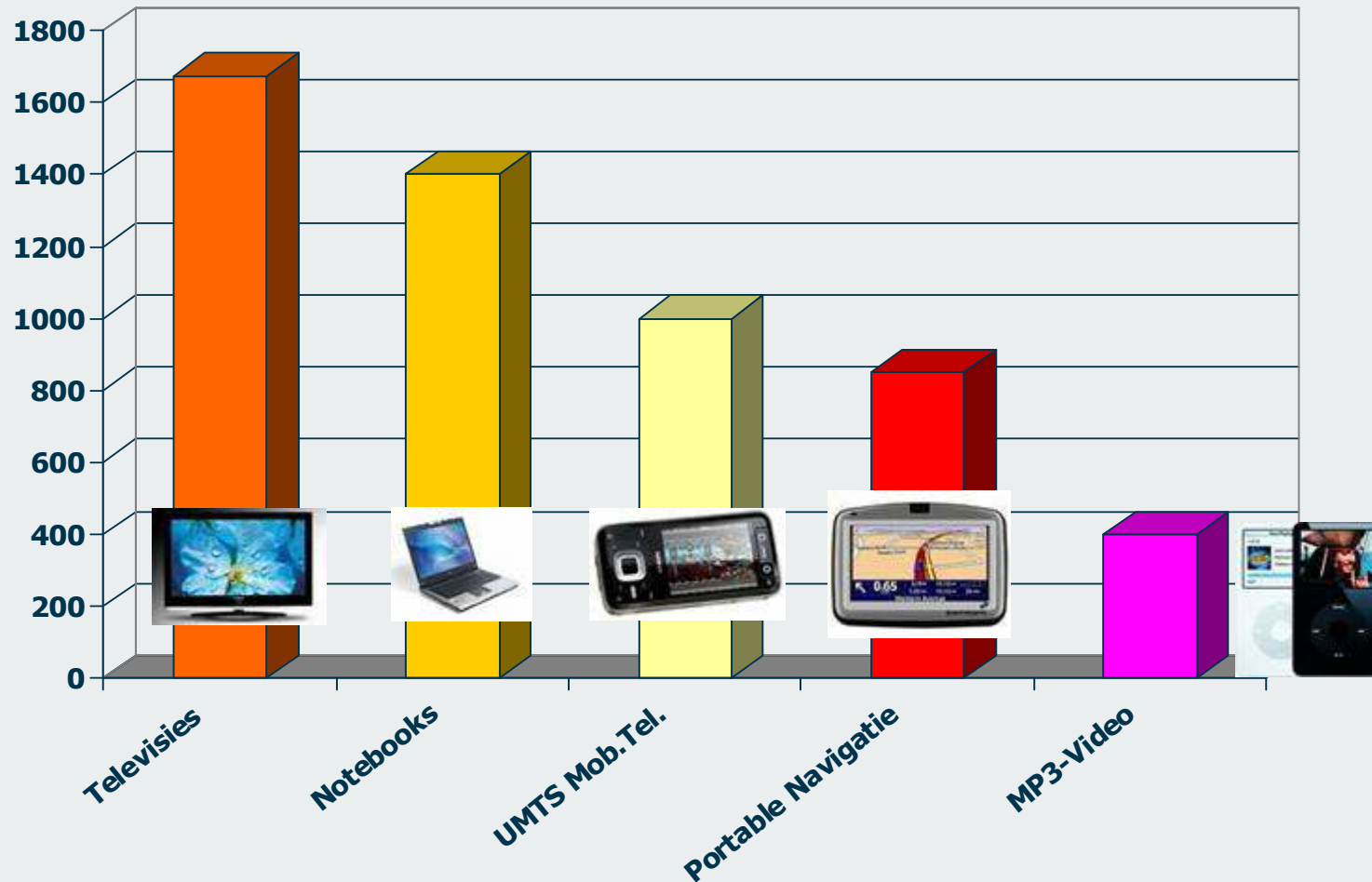


## IPTV





# TV potentieel naar meerdere hardware platforms Top 5 Verkopen 2007 in volume > 5,3 miljoen nieuwe apparaten !



NB: DVD Harddiskrecorders +1%, Okt'07-20% ! 325.000 stuks

# Techniek .....

## Consument is "verdwaald" in HD termen

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Netherlands

Q4. Which of the following devices, if any, do you have?

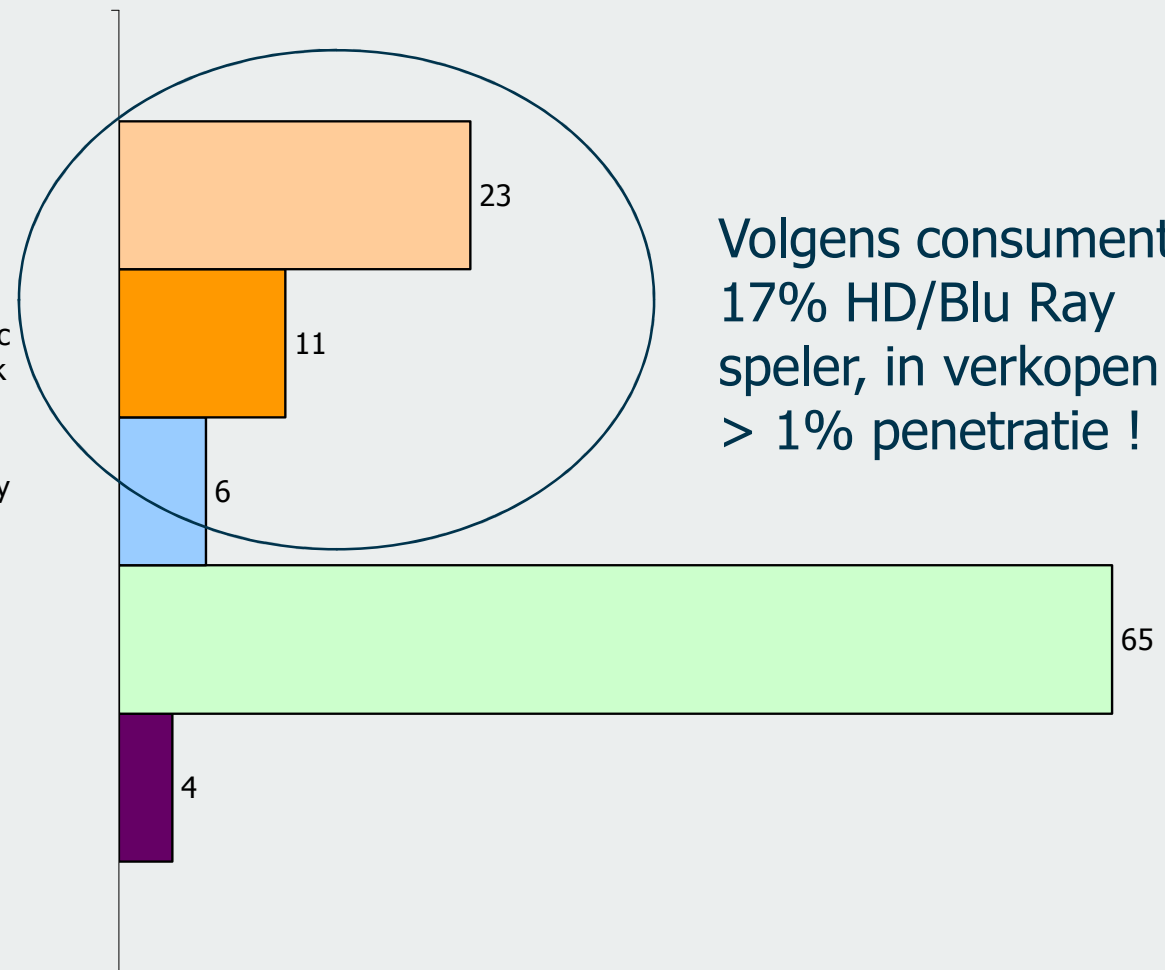
a digital cable or satellite receiver which is suitable for High Definition TV (HDTV)

a HD-DVD player or Blu-ray disc player which is able to playback High Definition DVDs

a HD video console (e.g. a Sony Playstation 3 or Microsoft Xbox 360 with a HD-DVD drive)

No, I have none of these

Don't know / no answer

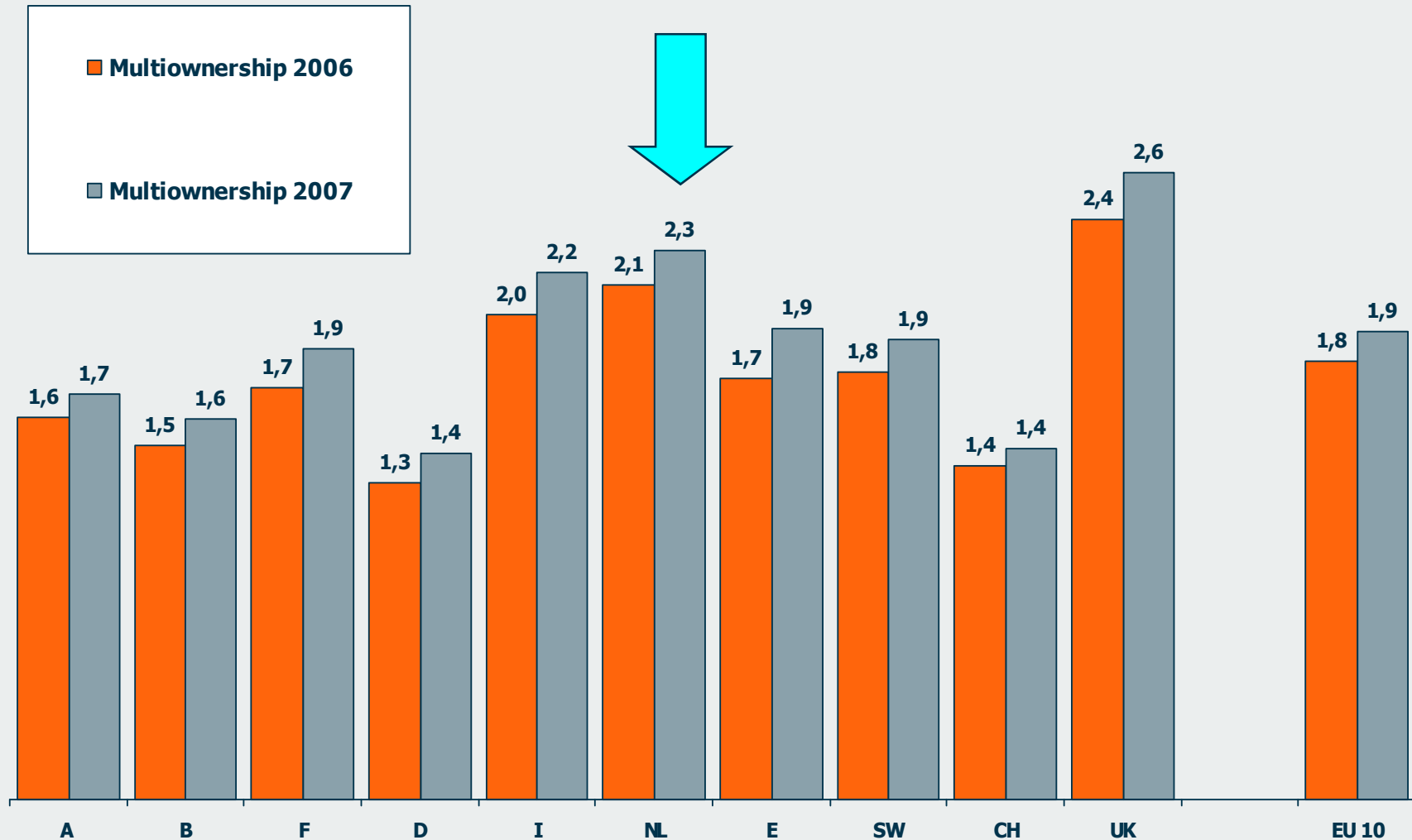


Base: 1,000 Telephone Interviews; extrapolated to households

# Multi bezit TV NL in vergelijking Europa

## NL nummer 2 in Europa

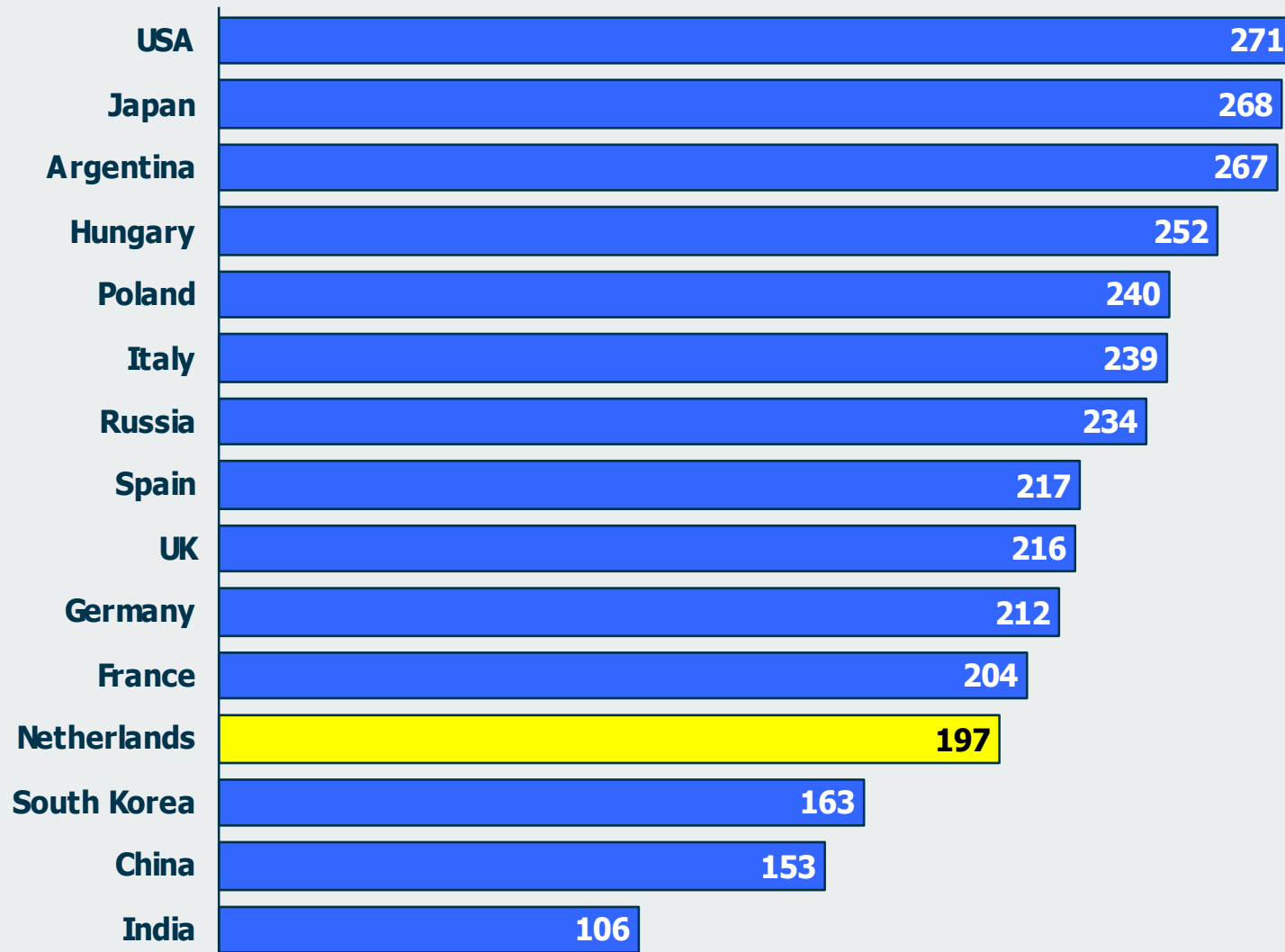
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## Gemiddelde kijktijd per persoon per land 2006

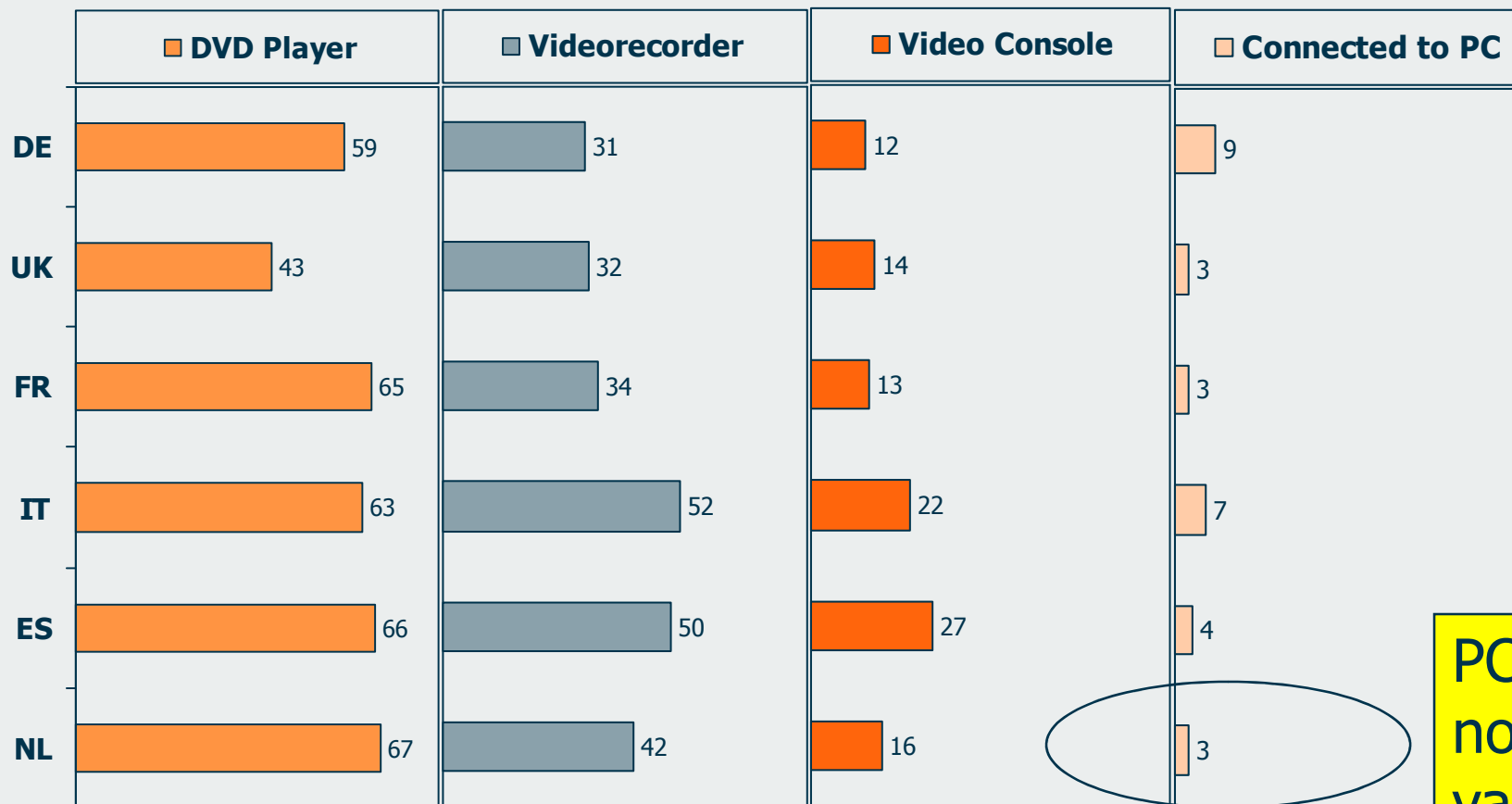
### Nederland ruimte voor groei ?



# TV scherm gebruik in Europa naast het normaal kijken van TV programma's

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## % gebruik voor andere doeleinden



PC staat  
nog los  
van de TV

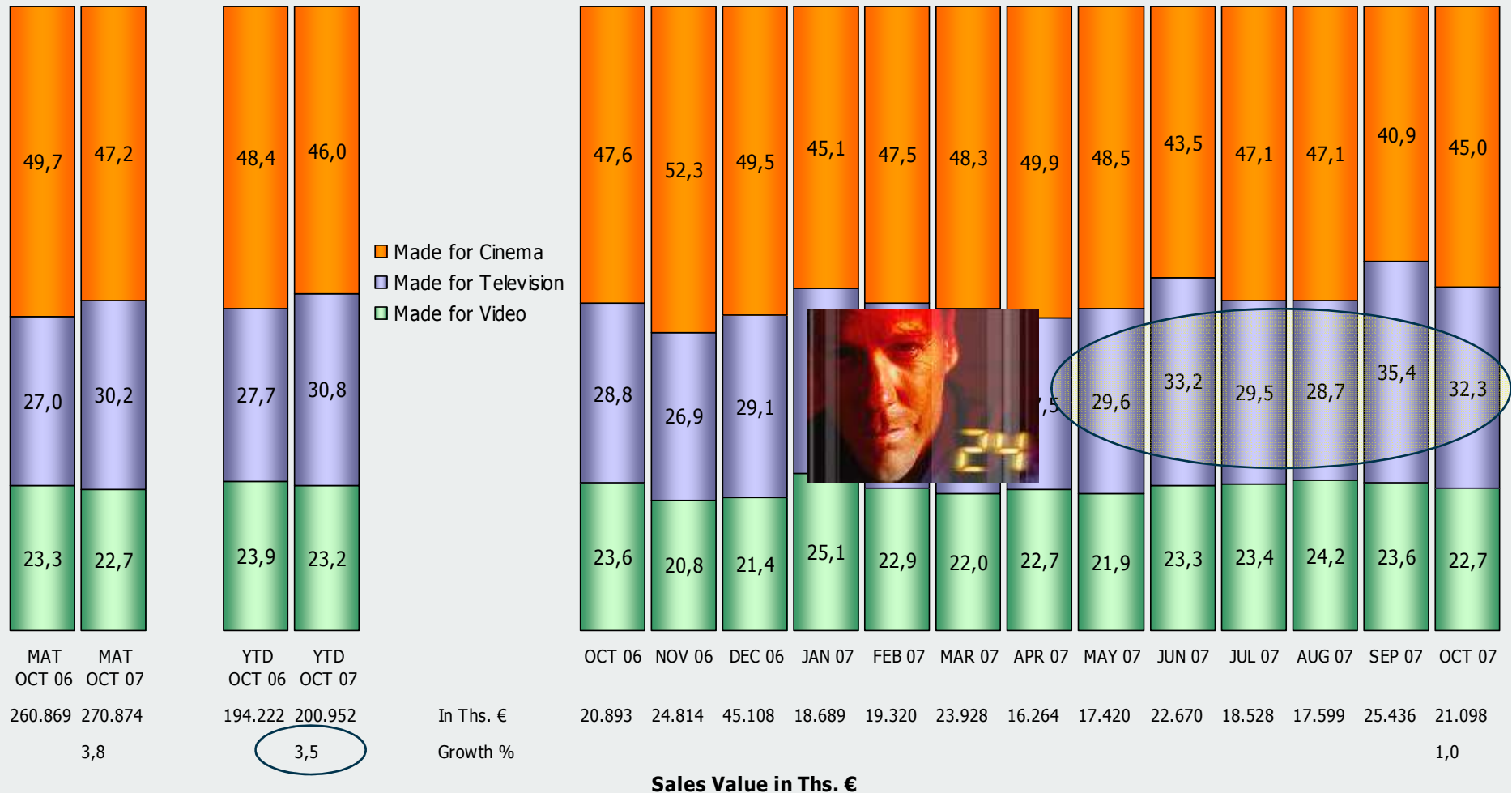
# DVD verkopen Nederland naar Categorie

## GfK Panelmarkt t/m Okt 2007



### Categorie "Made for TV" het groeisegment !

Shares by Categories



The logo consists of a solid orange square centered on a black background. Inside the square, the letters 'GfK' are written in a white, sans-serif font. The 'G' is significantly larger than the 'f' and 'K', which are of similar size and positioned to the right of the 'G'.

**GfK**

**GfK. Growth from Knowledge**