



PORTUGAL LEADS IN BROADBAND



The number of fixed broadband access in Portugal stood at 4.4 million at the end of the third quarter. This, according to figures published by the regulator ANACOM, was 3.5% more than in the same period last year. FTTH was the main form of access, with a share of 62.8%, or 4pp more than a year earlier. FTTH was also the main growth driver, with the number of accesses increasing by 265,000 (+10.5%) in the year to September 30.

Accesses supported on cable TV networks decreased by 0.5% and represented 26.9% of the total (-1.1pp less than 12 months earlier). Fixed accesses supported on mobile networks decreased by 7.4% and accounted for 5.8% (-0.7pp). ADSL accesses maintained a downward trend, having fallen by 31.3%, replaced by new generation accesses. ADSL accounted for 4.4% of total accesses (-2.2pp).

NEW DVB TRIAL IN 2023



Mediaset has confirmed it will test the new DVB-I standard in a trial starting next April.

The Italian commercial broadcaster demonstrated its DVB-I implementation during the annual Ultra HD Forum conference in Rome.

DVB-I mixes online and broadcast channels in a fashion so seamless that the viewer is in theory unable to distinguish the source.

Mediaset networks Canale 5, Italia 1, Rete 4 and 20 will participate in the trial. The channels will be broadcast over IP using the Multicast system.

AVOD TO DRIVE EUROPE MARKET

All major video subscription



services in Europe will have launched an ad-funded tier alongside ad-free offerings.

In its annual predictions,

Deloitte's TMT predicts that before the end of 2024, half of these providers will also have launched a free ad-supported streaming TV (FAST) service. An additional two-thirds of consumers will use at least one advertising video on demand service monthly, a 5% increase on 2022.

By 2030, most online video service subscriptions will be partially or wholly ad-funded. Meanwhile, ad funded tiers from subscription video on demand (SVOD) platforms will join existing ad-funded streaming services from broadcasters.



NEW CHANNEL FOR POLAND

The Polish public broadcaster TVP relaunched its Ultra HD channel TVP 4K to offer coverage of the Qatar World Cup.

The channel started terrestrial trials on November 18, replacing TVP1, TVP2 and TVP Info on the public broadcaster's test multiplex. However, TVP World, TVP Dokument, TVP Polonia, TVP Nauka and TVP Rozrywka will continue to be distributed on the latter in HD.

TVP 4K will also be offered by several dozen cable and satellite operators including Canal+, Vectra (Vectra, Multimedia Polska, SGT, Evio and Elsat), Orange, Toya, Inea, T-Mobile, Avios, Promax, Telpol and Telewizja Kablowa Chopin. ■



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