Breakdown of TV revenue in 2017

North America
181.7 billion EUR

- Public funding: 0.7%
- Advertising revenues: 35.0%
- Pay-TV revenues: 51.5%
- On demand video on managed networks: 1.5%
- OTT on demand video: 11.3%

Europe
111.6 billion EUR

- Public funding: 23.7%
- Advertising revenues: 30.7%
- Pay-TV revenues: 36.8%
- On demand video on managed networks: 1.2%
- OTT on demand video: 7.5%

Asia/Pacific
120.0 billion EUR

- Public funding: 7.7%
- Advertising revenues: 45.0%
- Pay-TV revenues: 33.0%
- On demand video on managed networks: 2.2%
- OTT on demand video: 12.1%

Latin America
38.7 billion EUR

- Public funding: 1.1%
- Advertising revenues: 42.6%
- Pay-TV revenues: 47.0%
- On demand video on managed networks: 2.1%
- OTT on demand video: 7.3%

Africa/Middle East
10.8 billion EUR

- Public funding: 0.0%
- Advertising revenues: 40.8%
- Pay-TV revenues: 56.8%
- On demand video on managed networks: 0.8%
- OTT on demand video: 1.6%

Source: IDATE DigiWorld in “The world television & video market”