Breakdown of linear TV viewing on the main set in 2017

North America
130.1 billion TVHH
- IPTV: 8.5%
- Cable: 44.5%
- Satellite: 27.8%
- Terrestrial: 19.1%

Europe
314.1 billion TVHH
- IPTV: 14.8%
- Cable: 27.6%
- Satellite: 35.5%
- Terrestrial: 22.1%

Asia/Pacific
882.7 billion TVHH
- IPTV: 16.5%
- Cable: 45.1%
- Satellite: 19.8%
- Terrestrial: 18.6%

Latin America
150.6 billion TVHH
- IPTV: 1.1%
- Cable: 22.1%
- Satellite: 43.3%
- Terrestrial: 33.5%

Africa/Middle East
161.1 billion TVHH
- IPTV: 1.0%
- Cable: 2.5%
- Satellite: 60.0%
- Terrestrial: 36.5%

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