

Swiss Digital Pay TV market in 2009

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Swiss Digital TV market represents almost 841 thousands subscribers. There are 3 platforms available in Switzerland: Cable, IPTV and Satellite. Cablecom is the leader of Digital Pay TV market with 379.200 subscribers, followed by the successful IPTV offer from Swisscom with 230.000 subscribers. Swisscom TV, formerly Bluewin TV, registered a 23.7% growth compared to Q3 2009 (186.000 subscribers), while Cablecom increased by 4.7%.

Launched in October 2008, Canalsat Switzerland is an alternative for households not eligible to cable network or VDSL. They had about 12.000 subscribers at the end of 2009, instead of 17.000 expected. In addition, there is a new entrant, VTX that is currently offering IPTV services in Basel and Pully. The company bets on a competitive price compared to Swisscom and a new recording technology allowing viewers to record the entire program if they miss the beginning of the program.

Historically Cable has been the leader of Pay TV in Switzerland but currently this technology is being threatened by IPTV which is now more reliable and permits a wide range of additional services. If this trend is confirmed, Swisscom would pass Cablecom and become the leader of Digital Pay TV market in Switzerland.

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