



Network operators in Germany continue to provide a good, linear TV offering

Traditional television remains relevant and still scores with its live character, convenient use as a “secondary medium” and loyal viewers

This is the conclusion of a study conducted by the consulting firm Deloitte, as reported by the trade magazine CableVision. Around 2,000 people were surveyed as part of a representative online survey in August 2024. The survey shows the continued strength of television as an entertainment and information medium, which has experienced more than a revival since it began broadcasting. In the 1980s, numerous private broadcasters established themselves with a wide range of programs and a lucrative business thanks to new and extravagant commercials, and later paid channels with live sports broadcasts and current film content were added. With growing Internet bandwidth, many program providers ventured into the on-demand market in the 2000s and were able to tap into a large customer base here too - television on demand, but for a fee.

The number of subscription receivers exploded during the coronavirus era. There was a clear trend towards integrated smart TV viewing, with the result that the end of traditional cable and satellite television was predicted in just a few years.

However, it is now apparent that 8 out of 10 Germans still watch traditional television, i.e. cable or satellite TV. The reasons are as varied as the range of programs, topicality, variety of languages and low-cost to free availability. However, the demand for high-quality content is unbroken. The strong growth of subscription channels seems to be a thing of the past, as the study shows saturation with regard to subscriptions, even though 64% of Germans subscribe to at least one streaming service either fully or temporarily (20% 10 years ago).

“Who still watches TV today?
In fact, eight out of ten
Germans still mainly watch
linear TV.”

(Source: deloitte.de, Media
Consumer Survey 2024)

80 percent of respondents
over the age of 55 without a
streaming subscription stated
in the survey that the existing
TV program was completely
sufficient for them.

(Source: deloitte.de, Media
Consumer Survey 2024)

Title: Network operators should continue to provide a good, linear TV offering

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Conclusion of the study: traditional television is resilient. Even in ten years' time, the complementary use of linear and non-linear is more than likely. Providers aiming for a strong market presence cannot and must not write off linear television.

Linear TV over fiber - retaining customers with RF video overlay Why make it complicated when it can be simple?

The study statements underline the approach of Lars Bahlmann, BKTEL Sales Engineer at HUBER+SUHNER, who has been promoting this theme for years. In many presentations, he explains the idea of the basic linear TV signal provision for every household in modern FTTH networks in a simple and understandable way.

“I am regularly surprised at how positively this approach to basic TV coverage is received,” says Lars Bahlmann. “There is no need to change the network strategy or carry out complex installations, as the TV signals are simply transmitted via the existing fiber optic infrastructure with the help of RF video overlay.”



Lars Bahlmann at the presentation “Basic TV service for every household”

Source: DSC Consult

One thing is certain: For customers of FTTH network operators or the housing industry, an accessible and reliable basic TV supply is still an important decision factor. RF video overlay offers reliable TV provisioning up to SUHD quality, regardless of bandwidth requirements and internet access.

Want to find out more? Then get in touch with us:

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Sources:

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