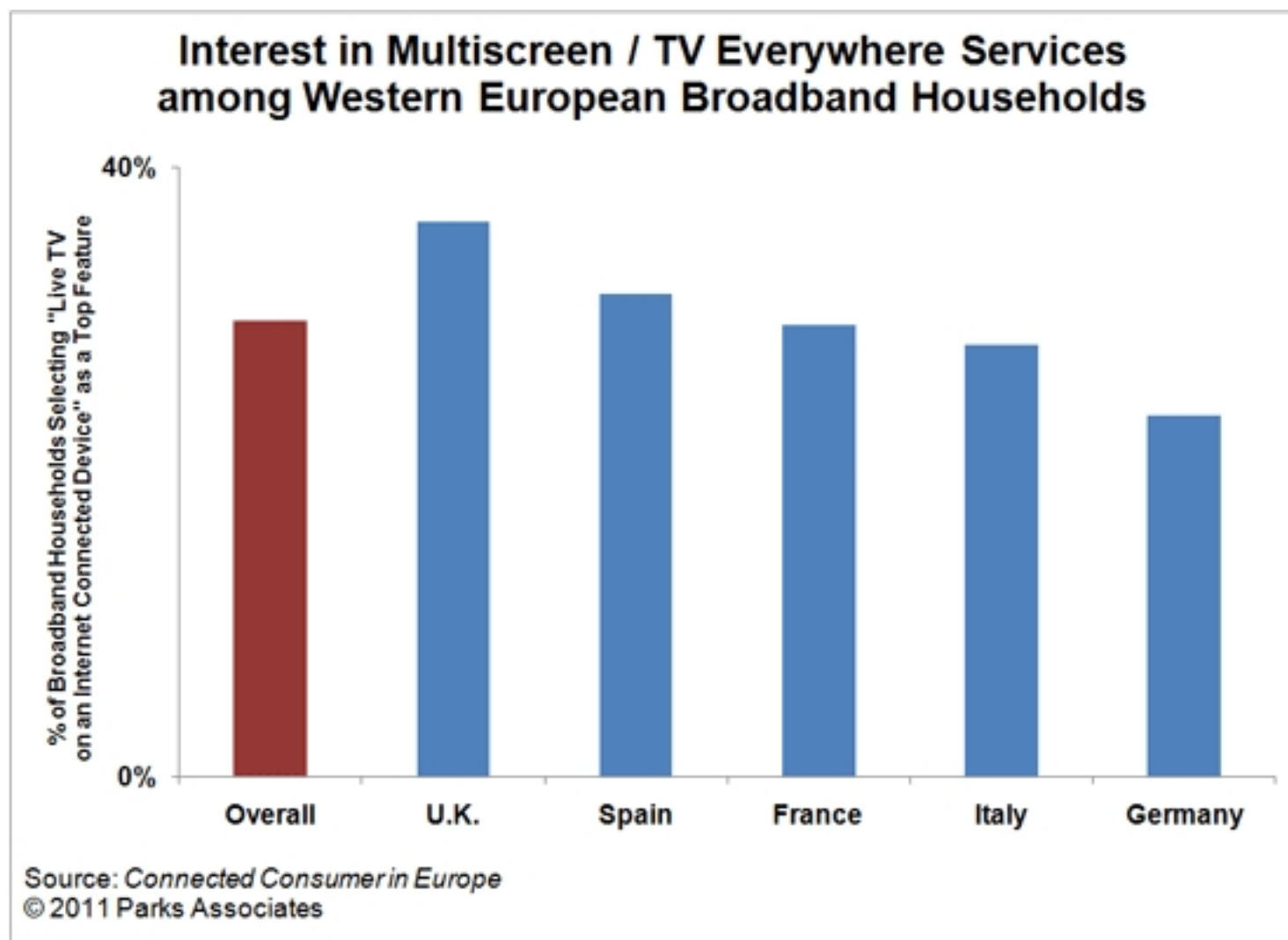


W. Europeans Want Their TV Everywhere

Written by Marco Attard
16. 08. 2011

Nearly 30% of W. European households with broadband access show interest in TV Everywhere services-- live TV on mobile phone, tablet or PC-- according to Park Associates' Connected Consumer in Europe survey.

Connected CE penetration in W. European nations currently stands at around 30 - 40%, with games consoles being the devices most commonly connected to the internet.



Meanwhile 30% of blu-ray player owners use their media players to watch online video on their TVs.

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Park Associates says multiscreen services are becoming increasingly popular across W. Europe, as customers demand more flexibility in viewing video content such as movies and TV.

Almost 50% of survey respondents also want DVR-recorded content access on internet-connected devices, while 37% want to receive online video on TV (particularly in France and the UK).

Go [Demand for TV Everywhere Widespread in W. Europe](#)