

W. Europeans Show TV Everywhere Interest

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Park Associates says around 15-30% of W. European broadband households show interest in a TV Everywhere solution allowing them to view TV programming on multiple devices.



The UK shows most interest, with 30% of broadband households saying they are willing to pay more for such services-- with Spain and Italy following close behind.

The report shows around 30% of broadband households would switch to a provider offering free TV Everywhere, while 10-20% would consolidate mobile and internet services with a single provider to access TV Everywhere services.

Park Associates says providers can only charge extra fees for TV Everywhere "so long nobody else offers it for free"-- the prisoner's dilemma in economic action, basically.

Go [Consumers in W. Europe Interested in TV Everywhere \(Parks Associates\)](#)