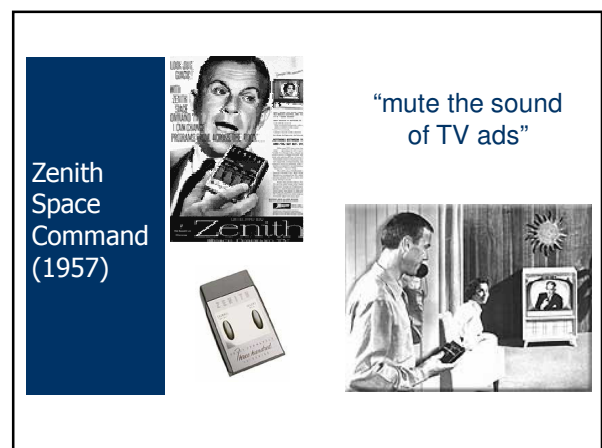
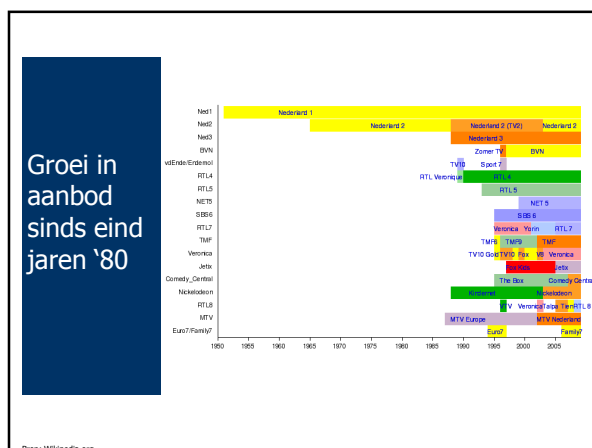
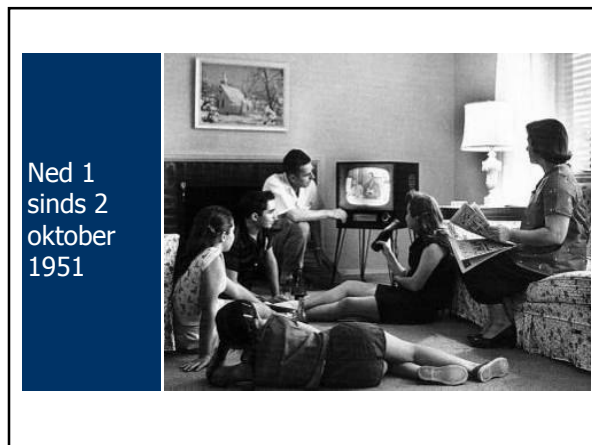
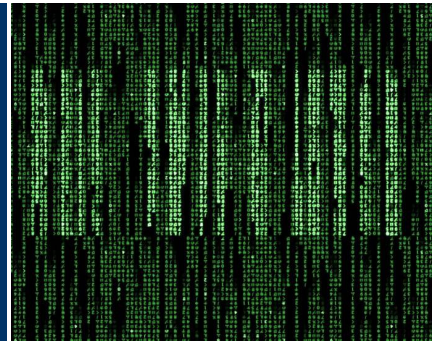




Sony
Betamax
(1975)



En nu
gaan we
digitaal..



Digitaal is
niets
nieuws..



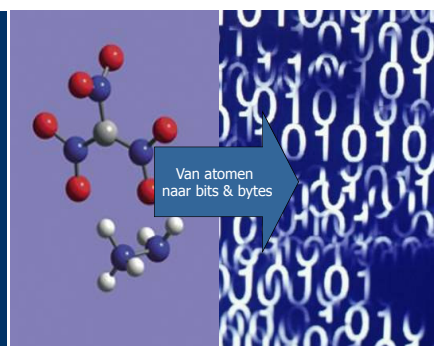
Hele
markten
zijn
verdwenen

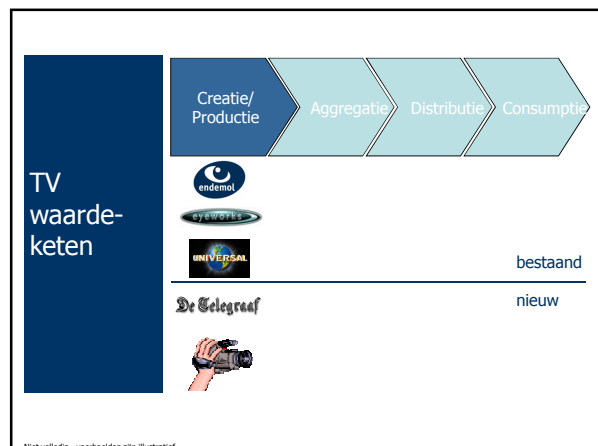
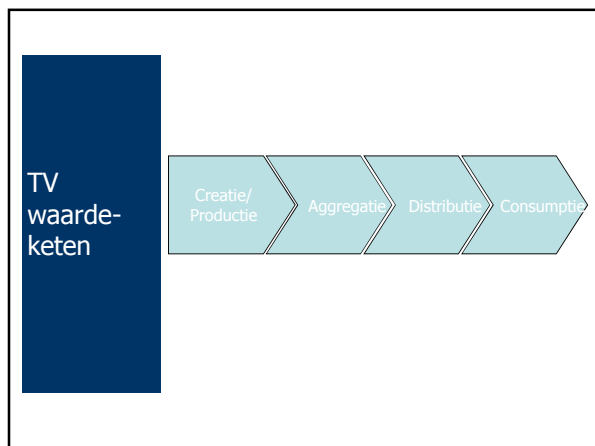
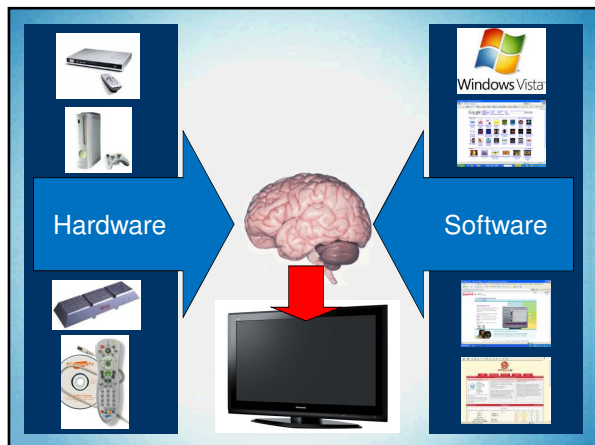
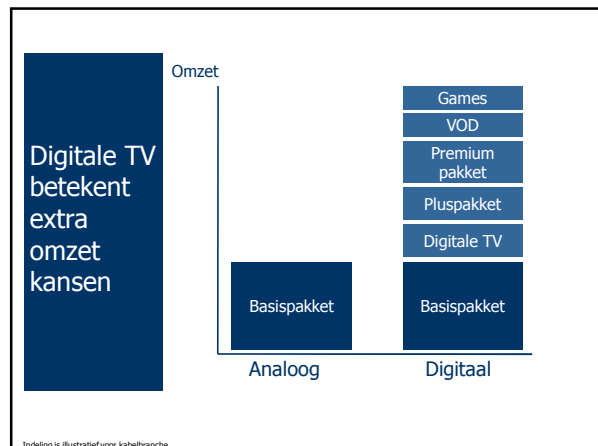
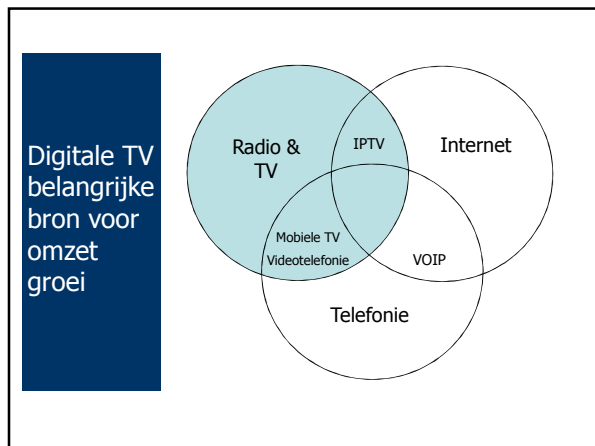


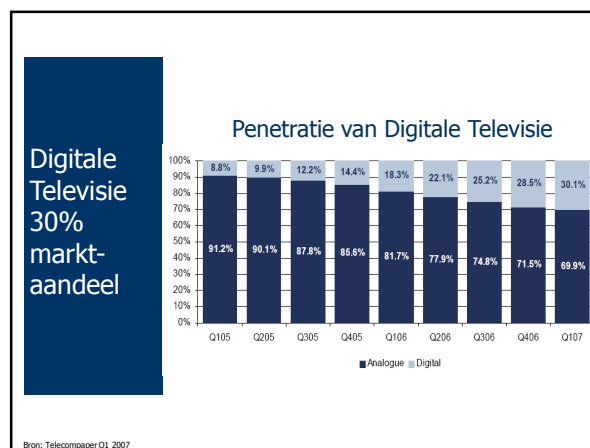
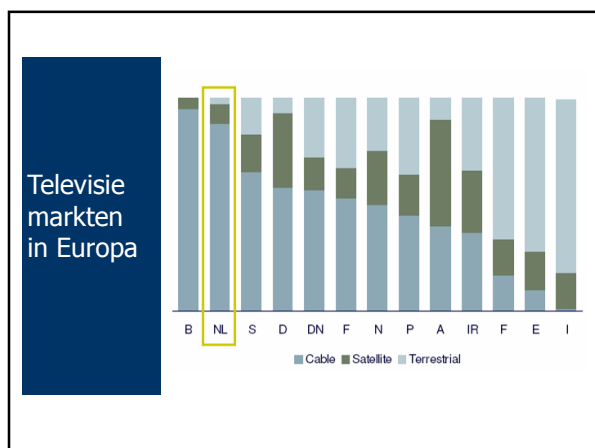
Consument
als digitale
drukkers



Being
Digital
(1994)

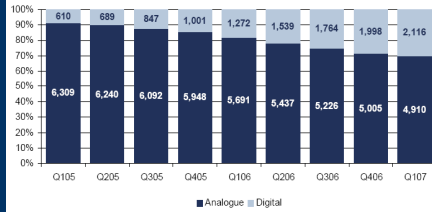






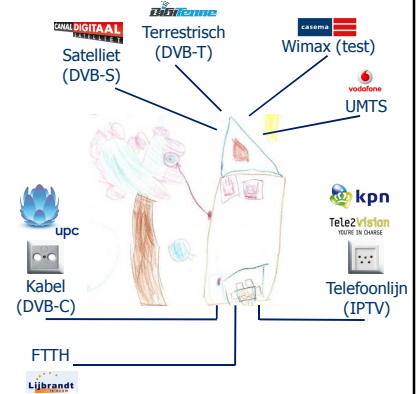
Digitale Televisie in zo'n 2 mio HH

Aantal HH met Digitale Televisie



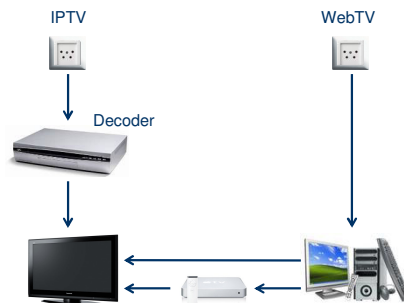
Bron: Telecompaper Q1 2007

Bronnen voor Digitale TV

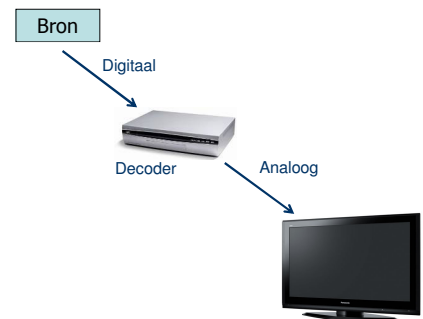


Overzicht niet volledig, providers illustratief

IPTV versus WebTV

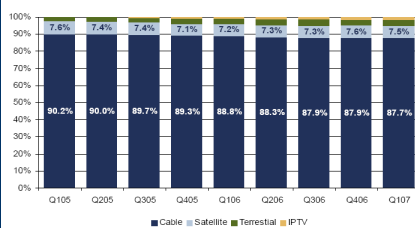


'Digitale' TV



Kabel blijft grootste platform

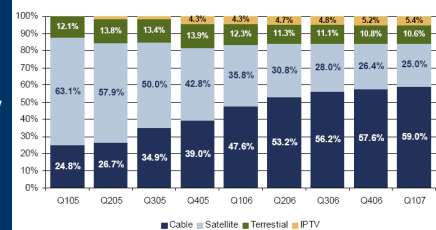
Aandeel per distributieplatform



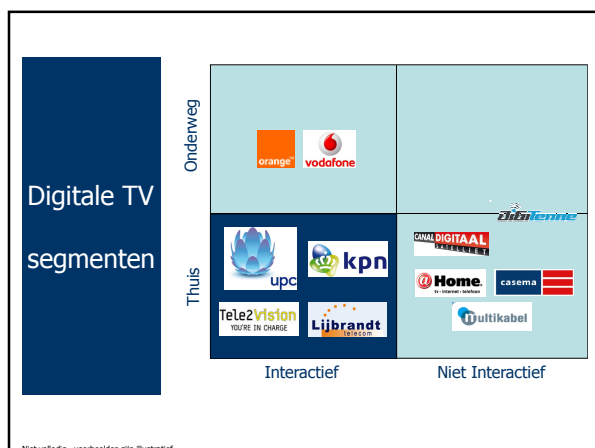
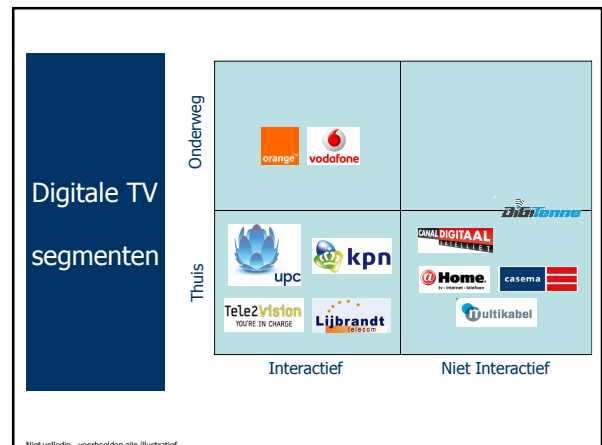
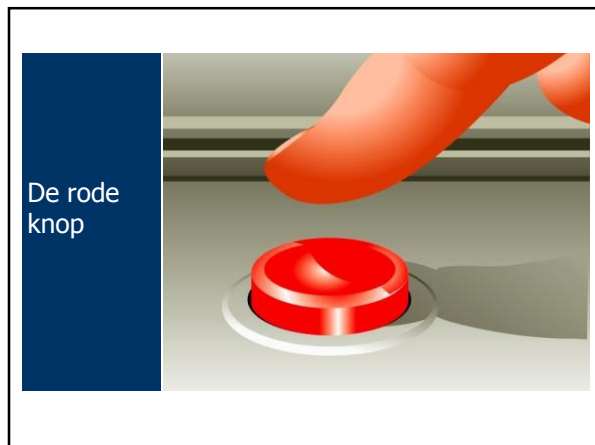
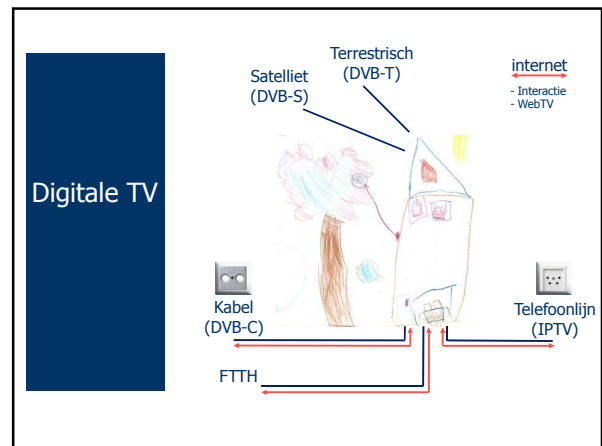
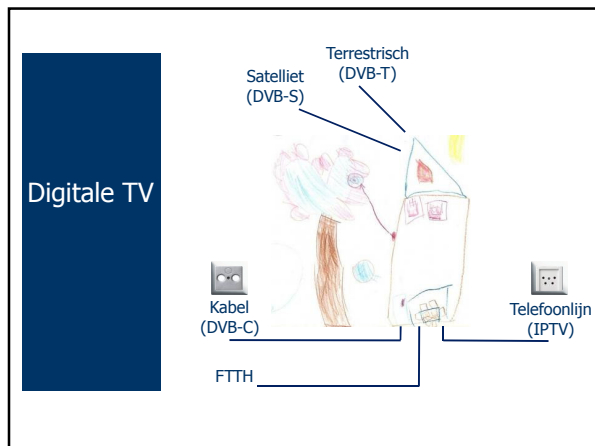
Bron: Telecompaper Q1 2007

Kabel grootste digitale TV aanbieder

Digitaal aandeel per distributieplatform



Bron: Telecompaper Q1 2007



Digitale TV via de kabel

Home Televisie Internet Vaste telefonie Mobiele telefonie Totopaakketten

Alle UPC televisie producten op een rijtje

- Starter** €19,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken
- Royal** €19,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken
- Starter met DVR** €19,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken
- Royal met DVR** €19,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken
- Familie** €24,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken
- Familie met HD TV** €24,99
 - Pakket 10 zenders
 - Programma's worden vastgelegd op de harde schijf
 - 48 uur opname in digitale kwaliteit
 - Live TV pauzeren & terugkijken

Digitale TV via de satelliet

Year	DTH digital	DTH analog	Total
1995	250	0	250
1996	285	0	285
1997	287	0	287
1998	292	0	292
1999	293	0	293
2000	267	35	302
2001	121	282	403
2002	300	206	506
2003	365	197	562
2004	500	150	650
2005	535	134	669
2006	541	131	672
2007	569	134	703

Legend: ■ DTH digital (light blue), ■ DTH analog (dark blue)

[illegible]

Digitale TV
via de
telefoonlijn



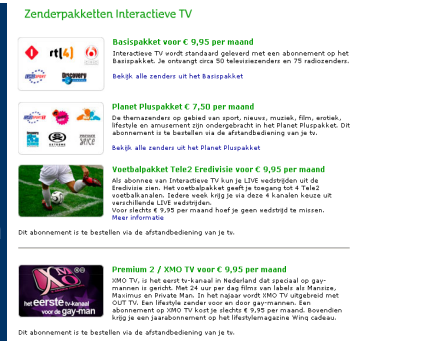
Digitale TV
via de
telefoonlijn



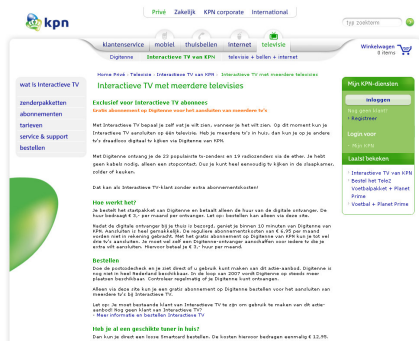
Digitale TV
via de
telefoonlijn



Digitale TV
via de
telefoonlijn



Digitale TV
via de
telefoonlijn



Digitale TV
via de
telefoonlijn

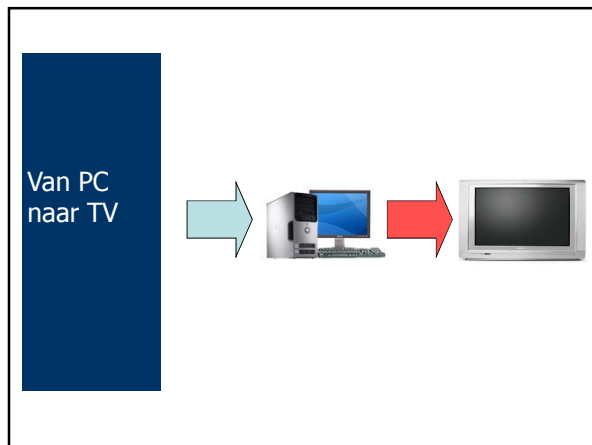




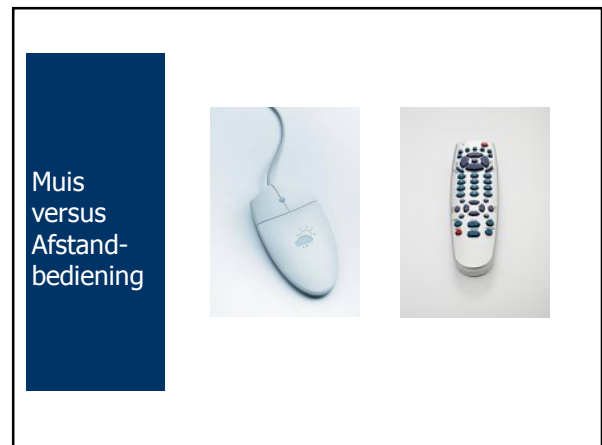
Digitale TV
via
glasvezel



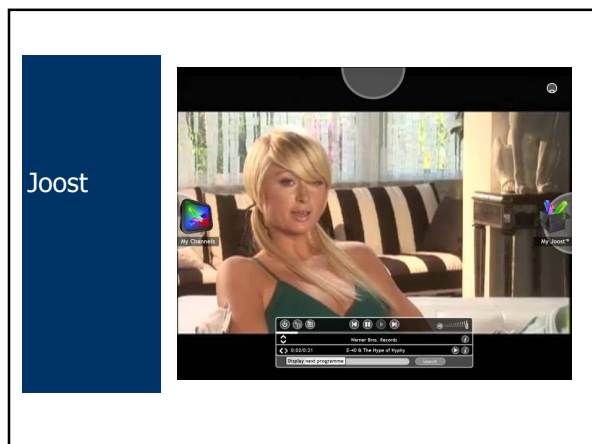
Web TV
via
internet



Van PC
naar TV



Muis
versus
Afstand-
bediening

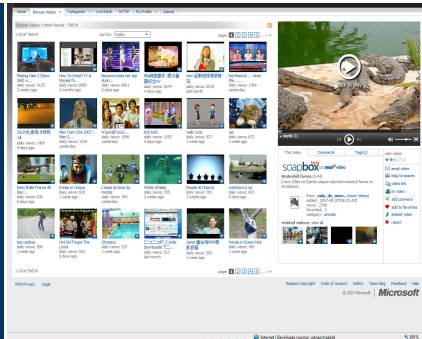


Joost



Apple TV

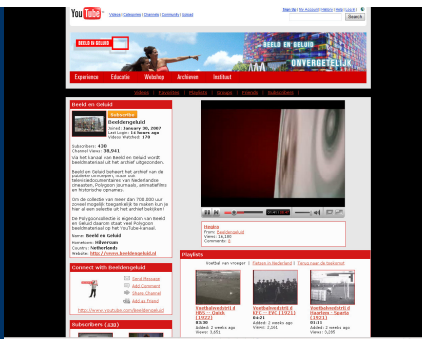
Soapbox



Google Video



Beeld & Geluid kanaal



Meest populaire kanalen

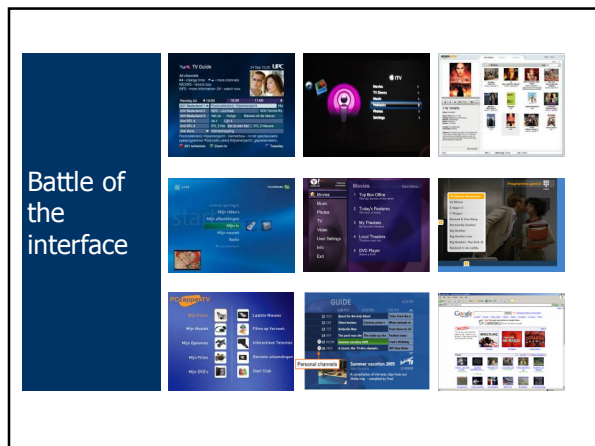


Amazon Unbox



Keuze-stress





Media Smart TV

SLC3760N—HP 37" Advanced Digital Media High Definition LCD TV

Experience your photos, music, and videos, and a world of Internet entertainment on a high-definition 37" LCD TV from HP.

Digitale TV vergelijking

	Kabel	Satelliet	Ether	Telefoonlijn	Glasvezel	WebTV
Interactiviteit	●	●	●	●	●	●
Op de TV	●	●	●	●	●	●
Huidig bereik	●	●	●	●	●	●
Extra pakketen	●	●	●	●	●	●
Kosten (3 TVs)	●	●	●	●	●	●
Gebruik	●	●	●	●	●	●
Mobiliteit	●	●	●	●	●	●
Installeren	●	●	●	●	●	●
Alle TVs?	●	●	●	●	●	●
Storingen #	●	●	●	●	●	●
VOD	●	●	●	●	●	●

ook door installatiefouten van consument

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erikjan@provice.nl