

The Future Digital Economy

**Digital Content Creation,  
Distribution and Access**

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*Perspectives on opportunities  
and challenges*

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# HBO has 1.3 million subs in Central Europe



HBO

# Central Europe has a substantial piracy problem



## Estimated Digital HHs in Central Europe

### DIGITAL TV Households (000's)

Country	2004	2005	2010
Czech Rep.	90	97	707
Hungary	140	182	988
Poland	1,085	1,268	4,228
Romania	2	68	1,320
Russia	1,091	1,444	8,445
<b>Total</b>	<b>2,408</b>	<b>3,059</b>	<b>15,688</b>

*Source: Informa Telecoms & Media: New Media Markets*

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