This map shows households that subscribe to a multichannel television service delivered by a fixed line connection. In 2002 there were 355 million households that subscribed to cable television services. Of this total, 27% were in China, 21% were in the United States, and 12% were in India.

In contrast, 36 territories reported no cable connections. Of these 36, 12 were in Northern Africa, 7 were in Asia Pacific, 5 in the Middle East, 5 in Southeastern Africa, and 7 elsewhere.

Cable subscriptions per 1000 people were highest in the territories of Monaco, Liechtenstein and the Netherlands.

Territory size shows the proportion of all cable subscribers found there.

In the US, pay-TV began because the rural and outlying areas could not get good over-the-air reception ... new content alternatives increase[d] the value-add of cable systems, spawning their growth into the denser city areas.” StarHub, 2007