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MCA Publishes 2025 Perception Survey on TV and Broadcasting Services

The Malta Communications Authority (MCA) has released the latest findings from its survey on TV and broadcasting services among residential users across Malta and Gozo, revealing how viewer habits are changing in response to digital and on-demand trends.

Television continues to be a household staple, with 99.9% of respondents reporting at least one TV set at home. However, the way viewers access content continues to evolve. Smart TVs are at the centre of this transformation, present in 86% of households with a television.

In response to this growing market trend, local service providers also offer proprietary apps for content access. Among those with a local pay-TV subscription, 27% reported using these apps, either alongside or instead of a traditional set-top box. This represents a slight increase from 25% in 2023.

Consumers consider more than just price when selecting a pay-TV service. While 57% cite cost as a key factor, content variety is increasingly influential. Four in ten users consider the number of channels, while access to sports (25%) and access to movie channels (21%) also play a role.

Monthly spending on pay-TV services has declined, as the percentage of users paying more than €30 per month dropped from 67% in 2023 to 55% in 2025. Overall satisfaction remains strong, with the vast majority of respondents (93%) expressing positive or neutral views about the service.

Nearly half (47%) of pay-TV subscribers and more than half (53%) of non-subscribers now use online TV platforms. In total, 53% of respondents consider streaming to be a viable substitute for traditional pay-TV, up from 40% in 2023. The main reasons include better channel options (44%), lower costs (24%), and greater availability (18%).

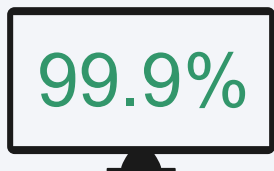
The use of digital audio broadcasting (DAB+) has also seen growth, with usage rising from 19% in 2023 to 25% in 2025. However, reliance on DAB+ as a replacement for other services has declined, dropping from 78% to 63% during the same period.

This survey underscores a shift in how Maltese households consume television and broadcasting services. While TV remains a household fixture, digital platforms and streaming alternatives are rapidly gaining ground, reshaping both viewer expectations and spending habits. As audiences demand more flexibility, variety, and value, service providers are - and shall continue to - innovate and adapt to remain competitive in an increasingly digital-first landscape.

Streaming Up, Spending Down for TV services

MCA Perception Survey 2025 Highlights: Pay-TV

TVs in every home



of respondents have at least 1 TV at home, with **86%** of them having a smart TV.

Local Service Apps



27% use **proprietary apps** alongside or instead of traditional set-top boxes, up from **25% in 2023**.

Deciding Factors

57% → Price
40% → Channel variety
25% → Sports access
21% → Movie channels

Spending Declining



Monthly spending is decreasing, with users paying over €30 per month dropping from **67% in 2023** to **55% in 2025**.

Satisfaction Levels



93% of respondents report being overall **satisfied** or feeling **neutral** about the service.

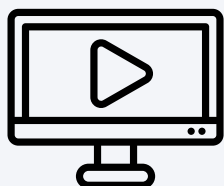
DAB+ Growth

Digital audio broadcasting (DAB+) use has grown, from **19% in 2023** to **25% in 2025**.



Reliance on DAB+ as a replacement for other services has decreased from **78%** to **63%**.

Streaming on the Rise



47% of pay-TV subscribers
53% of non-subscribers
use online TV platforms

53% of respondents consider streaming to be a viable substitute for traditional pay-TV, up from **40% in 2023**.



Main reasons:

- better channel options **44%**
- lower costs **24%**
- greater availability **18%**

TV usage is **evolving** as digital platforms and streaming services rise in popularity. Consumers desire **flexibility and variety**, pushing providers to innovate in a **digital-first landscape**.



MALTA COMMUNICATIONS AUTHORITY