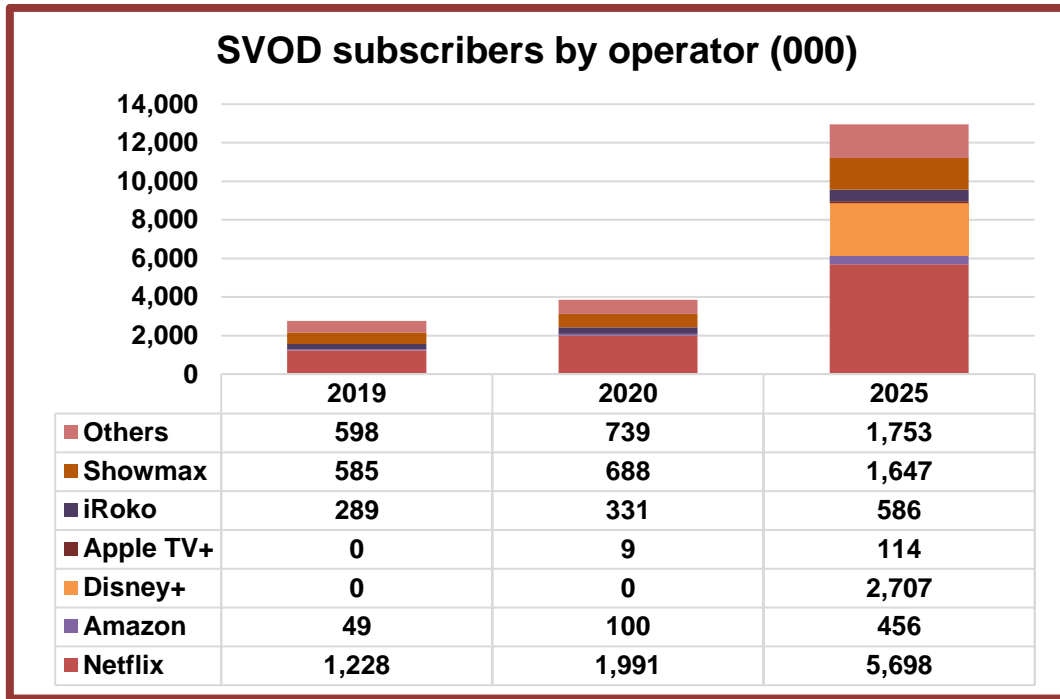


African SVOD subs to more than quadruple

Africa will have 12.96 million SVOD subscriptions by 2025, up from 2.75 million at end-2019. From the 10 million additions, South Africa will supply 3 million to take its total to 4.3 million and Nigeria will add 2.1 million to total 2.73 million.



Source: Digital TV Research

Netflix accounted for 45% of the region's SVOD subscribers by end-2019. The company will retain its share by 2025 (5.70 million subscribers – up from 1.23 million in 2019). Disney is not expected to start until 2022 but will have 2.71 million paying subscribers by 2025.

Simon Murray, Principal Analyst at Digital TV Research, said: “Local player Showmax will add more than a million paying subscribers, partly due to the launch of its Pro platform and its lower prices for mobile subscribers. It will reach many more homes as a free extension for its pay TV subscribers.

For more information [on the Africa SVOD Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

Africa SVOD Forecasts

Table of Contents

Published in October 2020, this 90-page report covers SVOD movie and TV episode developments. It comes in two parts:

- Insight: Africa overview as well as detailed country analysis for Cote d'Ivoire, Ethiopia, Ghana, Kenya, Nigeria, South Africa, Tanzania and Uganda in a 28-page PDF document.
- A 62-page Excel workbook covering each year from 2010 to 2025 for 35 countries by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes. As well as summary tables by country and by platform.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com



Forecasts for the following 35 countries:

Country	SVOD ops	SVOD Platforms
Angola	4	Netflix; Amazon; Disney+; Iroko
Benin	4	Netflix; Amazon; Disney+; Iroko
Botswana	5	Netflix; Amazon; Disney+; Showmax; Iroko
Burkina Faso	4	Netflix; Amazon; Disney+; Iroko
Burundi	5	Netflix; Amazon; Disney+; Iroko; Showmax
Cameroon	5	Netflix; Amazon; Disney+; Iroko; Showmax
CAR	5	Netflix; Amazon; Disney+; Showmax; Iroko
Chad	5	Netflix; Amazon; Disney+; Showmax; Iroko
DR Congo	5	Netflix; Amazon; Disney+; Iroko; Showmax
Rep Congo	5	Netflix; Amazon; Disney+; Iroko; Showmax
Cote d'Ivoire	5	Netflix; Amazon; Disney+; Iroko; Showmax
Eq. Guinea	5	Netflix; Amazon; Disney+; Showmax; Iroko
Ethiopia	5	Netflix; Amazon; Disney+; Iroko; Showmax
Gabon	5	Netflix; Amazon; Disney+; Showmax; Iroko
Gambia	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; Iroko
Ghana	5	Netflix; Amazon; Disney+; Apple TV+; Iroko
Guinea	5	Netflix; Amazon; Disney+; Iroko; Showmax
Kenya	5	Netflix; Amazon; Disney+; Iroko; Showmax
Liberia	5	Netflix; Amazon; Showmax; Iroko; Disney+
Madagascar	5	Netflix; Amazon; Disney+; Iroko; Showmax
Malawi	5	Netflix; Amazon; Disney+; Iroko; Showmax
Mali	4	Netflix; Amazon; Disney+; Iroko
Mozambique	4	Netflix; Amazon; Disney+; Iroko
Namibia	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; Iroko
Niger	5	Netflix; Amazon; Disney+; Apple TV+; Iroko
Nigeria	5	Netflix; Amazon; Disney+; Iroko; Showmax
Rwanda	5	Netflix; Amazon; Disney+; Iroko; Showmax
Senegal	5	Netflix; Amazon; Disney+; Iroko; Showmax
Sierra Leone	4	Netflix; Amazon; Disney+; Iroko
South Africa	5	Netflix; Amazon; Disney+; Apple TV+; Showmax;
Tanzania	5	Netflix; Amazon; Disney+; Iroko; Showmax
Togo	4	Netflix; Amazon; Disney+; Iroko
Uganda	6	Netflix; Amazon; Disney+; Apple TV+; Iroko; Showmax
Zambia	5	Netflix; Amazon; Disney+; Iroko; Showmax
Zimbabwe	5	Netflix; Amazon; Disney+; Iroko; Showmax



SAMPLE: Ghana SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Population (000)																
Total households (000)																
TV households (000)																
Fixed broadband hholds (000)																
Smartphone users (000)																
Tablet users (000)																
TV HH/Total HH																
Fixed broadband HH/Total HH																
Smartphone users/Population																
Tablet users/Population																
Gross SVOD subscriptions (000)																
SVOD subs/TVHH																
SVOD subs/Fixed bband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed bband HH																
SVOD subscriptions/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon																
Disney+																
Apple TV+																
Iroko																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon																
Disney+																
Apple TV+																
Iroko																
Others																



SAMPLE: Ghana SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SVOD revenues by operator (US\$ mil.)																
Netflix																
Amazon																
Disney+																
Apple TV+																
Iroko																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon																
Disney+																
Apple TV+																
Iroko																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon																
Disney+																
Apple TV+																
Iroko																

Digital TV Research publication schedule for 2020

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	SVOD Platform Forecasts	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	March	£600/€660/\$720
8	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
9	Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
11	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
12	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17	Global SVOD Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20	Global Pay TV Operator Forecasts	June	£1600/€1760/\$1920
21	Global AVOD Forecasts	June	£1600/€1760/\$1920
22	Smartphone SVOD Forecasts	June	£1000/€1200/\$1300
23	SVOD Forecasts by Vendor	July	£1200/€1320/\$1440
24	OTT TV and Video Databook	August	£800/€880/\$960
25	SVOD Databook	August	£800/€880/\$960
26	Pay TV Databook	August	£800/€880/\$960
27	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28	Western Europe SVOD Forecasts	September	£1000/€1200/\$1300
29	North America SVOD Forecasts	September	£600/€660/\$720
30	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
31	Asia Pacific SVOD Forecasts	September	£1000/€1200/\$1300
32	Middle East & North Africa SVOD Forecasts	September	£1000/€1200/\$1300
33	Africa SVOD Forecasts	October	£1000/€1200/\$1300
34	SVOD Forecasts Update	October	£1600/€1760/\$1920
35	Pay TV Forecasts Update	November	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

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