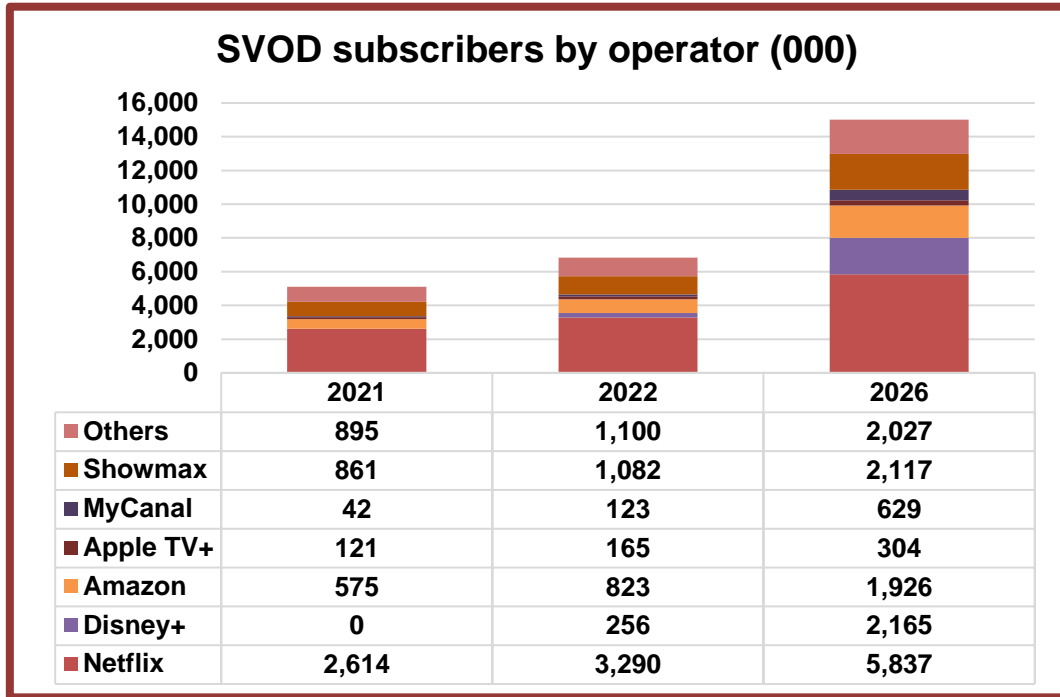


African SVOD subscriptions to triple

Digital TV Research forecasts 15.06 million paying SVOD subscriptions in Africa by 2026, triple from the 5.11 million expected at end-2021. From the 10 million additions, South Africa and Nigeria will each supply 2.3 million. These two will be the only countries with more than 1 million subscriptions.



Netflix will account for 51% of the region’s SVOD subscribers by end-2021. Its share will fall to 39% by 2026 (5.84 million subscribers – double from 2.61 million in 2021). Disney+ will start in 2022 – but only in an expected 12 countries - with 2.17 million paying subscribers forecast by 2026.

Simon Murray, Principal Analyst at Digital TV Research, said: “The selective launch plans from some global platforms works in favor of regional players such as Showmax and MyCanal.”

Africa SVOD Forecasts

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Published in August 2021, 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 2026 for 35 countries by household penetration, by SVOD subscribers and 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 137 platforms in the following 35 countries:

| Country | SVOD ops | SVOD Platforms |
|---------------|----------|---|
| Angola | 3 | Netflix; Amazon; Disney+ |
| Benin | 3 | Netflix; Amazon; MyCanal |
| Botswana | 4 | Netflix; Amazon; Apple TV+; Showmax |
| Burkina Faso | 3 | Netflix; Amazon; MyCanal |
| Burundi | 5 | Netflix; Amazon; Apple TV+; MyCanal; Showmax |
| Cameroon | 4 | Netflix; Amazon; Disney+; Showmax |
| CAR | 4 | Netflix; Amazon; Showmax; MyCanal |
| Chad | 4 | Netflix; Amazon; Showmax; MyCanal |
| DR Congo | 4 | Netflix; Amazon; MyCanal; Showmax |
| Rep Congo | 4 | Netflix; Amazon; MyCanal; Showmax |
| Cote d'Ivoire | 5 | Netflix; Amazon; Disney+; MyCanal; Showmax |
| Eq. Guinea | 4 | Netflix; Amazon; Showmax; MyCanal |
| Ethiopia | 4 | Netflix; Amazon; Disney+; Showmax |
| Gabon | 4 | Netflix; Amazon; Showmax; MyCanal |
| Gambia | 5 | Netflix; Amazon; Apple TV+; Showmax; MyCanal |
| Ghana | 5 | Netflix; Amazon; Disney+; Apple TV+; Showmax |
| Guinea | 4 | Netflix; Amazon; MyCanal; Showmax |
| Kenya | 4 | Netflix; Amazon; Disney+; Showmax |
| Liberia | 3 | Netflix; Amazon; Showmax |
| Madagascar | 4 | Netflix; Amazon; MyCanal; Showmax |
| Malawi | 3 | Netflix; Amazon; Showmax |
| Mali | 3 | Netflix; Amazon; MyCanal |
| Mozambique | 3 | Netflix; Amazon; Showmax |
| Namibia | 4 | Netflix; Amazon; Apple TV+; Showmax |
| Niger | 4 | Netflix; Amazon; Apple TV+; MyCanal |
| Nigeria | 4 | Netflix; Amazon; Disney+; Showmax |
| Rwanda | 4 | Netflix; Amazon; MyCanal; Showmax |
| Senegal | 5 | Netflix; Amazon; Disney+; MyCanal; Showmax |
| Sierra Leone | 3 | Netflix; Amazon; MyCanal |
| South Africa | 5 | Netflix; Amazon; Disney+; Apple TV+; Showmax; |
| Tanzania | 4 | Netflix; Amazon; Disney+; Showmax |
| Togo | 3 | Netflix; Amazon; MyCanal |
| Uganda | 5 | Netflix; Amazon; Disney+; Apple TV+; Showmax |
| Zambia | 4 | Netflix; Amazon; Disney+; Showmax |
| Zimbabwe | 3 | Netflix; Amazon; Showmax |



SAMPLE: Ghana SVOD forecasts

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Population (000) | | | | | | | | | | | | | | | | | |
| Total households (000) | | | | | | | | | | | | | | | | | |
| TV households (000) | | | | | | | | | | | | | | | | | |
| Fixed broadband households (000) | | | | | | | | | | | | | | | | | |
| Smartphone users (000) | | | | | | | | | | | | | | | | | |
| Tablet users (000) | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| <i>TV HH/Total HH</i> | | | | | | | | | | | | | | | | | |
| <i>Fixed broadband HH/Total HH</i> | | | | | | | | | | | | | | | | | |
| <i>Smartphone users/Pop</i> | | | | | | | | | | | | | | | | | |
| <i>Tablet users/Population</i> | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| SVOD revenues (US\$ mil.) | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| SVOD revs/Population \$ | | | | | | | | | | | | | | | | | |
| SVOD revenues/SVOD subscriber \$ | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| Net SVOD homes (000) | | | | | | | | | | | | | | | | | |
| <i>SVOD homes/TVHH</i> | | | | | | | | | | | | | | | | | |
| <i>SVOD homes/Fixed broadband HH</i> | | | | | | | | | | | | | | | | | |
| <i>SVOD subscriptions/SVOD homes</i> | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| Gross SVOD subscriptions (000) | | | | | | | | | | | | | | | | | |
| <i>SVOD subs/TVHH</i> | | | | | | | | | | | | | | | | | |
| <i>SVOD subs/Fixed broadband HH</i> | | | | | | | | | | | | | | | | | |
| <i>SVOD subs/Smartphone users</i> | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| SVOD subscribers by operator (000) | | | | | | | | | | | | | | | | | |
| Netflix | | | | | | | | | | | | | | | | | |
| Amazon | | | | | | | | | | | | | | | | | |
| Disney+ | | | | | | | | | | | | | | | | | |
| Apple TV+ | | | | | | | | | | | | | | | | | |
| Showmax | | | | | | | | | | | | | | | | | |
| Others | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| Share of SVOD subscribers by operator (%) | | | | | | | | | | | | | | | | | |
| Netflix | | | | | | | | | | | | | | | | | |
| Amazon | | | | | | | | | | | | | | | | | |
| Disney+ | | | | | | | | | | | | | | | | | |
| Apple TV+ | | | | | | | | | | | | | | | | | |
| Showmax | | | | | | | | | | | | | | | | | |
| Others | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |

SAMPLE: Ghana SVOD forecasts

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| SVOD revenues by operator (US\$ mil.) | | | | | | | | | | | | | | | | | |
| Netflix | | | | | | | | | | | | | | | | | |
| Amazon | | | | | | | | | | | | | | | | | |
| Disney+ | | | | | | | | | | | | | | | | | |
| Apple TV+ | | | | | | | | | | | | | | | | | |
| Showmax | | | | | | | | | | | | | | | | | |
| Others | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| Share of SVOD revenues by operator (%) | | | | | | | | | | | | | | | | | |
| Netflix | | | | | | | | | | | | | | | | | |
| Amazon | | | | | | | | | | | | | | | | | |
| Disney+ | | | | | | | | | | | | | | | | | |
| Apple TV+ | | | | | | | | | | | | | | | | | |
| Showmax | | | | | | | | | | | | | | | | | |
| Others | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| SVOD ARPU by operator (\$) | | | | | | | | | | | | | | | | | |
| Netflix | | | | | | | | | | | | | | | | | |
| Amazon | | | | | | | | | | | | | | | | | |
| Disney+ | | | | | | | | | | | | | | | | | |
| Apple TV+ | | | | | | | | | | | | | | | | | |
| Showmax | | | | | | | | | | | | | | | | | |

Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.

Digital TV Research publication schedule for 2021

| | 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 Update | February | £800/€880/\$960 |
| 6 | North America Pay TV Forecasts | February | £600/€660/\$720 |
| 7 | North America OTT TV and Video Forecasts | February | £600/€660/\$720 |
| 8 | Latin America Pay TV Forecasts | March | £1200/€1320/\$1440 |
| 9 | Latin America OTT TV and Video Forecasts | March | £1200/€1320/\$1440 |
| 10 | Asia Pacific Pay TV Forecasts | March | £1200/€1320/\$1440 |
| 11 | Asia Pacific 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 | Africa SVOD Forecasts | August | £1000/€1200/\$1300 |
| 23 | Middle East & North Africa SVOD Forecasts | August | £1000/€1200/\$1300 |
| 24 | Asia Pacific SVOD Forecasts | August | £1000/€1200/\$1300 |
| 25 | Latin America SVOD Forecasts | September | £1000/€1200/\$1300 |
| 26 | North America SVOD Forecasts | September | £500/€600/\$650 |
| 27 | Eastern Europe SVOD Forecasts | September | £1000/€1200/\$1300 |
| 28 | Western Europe SVOD Forecasts | October | £1000/€1200/\$1300 |
| 29 | SVOD Forecasts Update | October | £1600/€1760/\$1920 |
| 30 | Pay TV Forecasts Update | November | £1600/€1760/\$1920 |
| 31 | SVOD Platform Forecasts Update | December | £800/€880/\$960 |

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