

# Asia Pacific SVOD Forecasts

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Published in October 2016, this 136-page PDF and excel report contains comprehensive coverage of the SVOD sector for 17 countries. The report comprises:

- Executive Summary.
- Major SVOD players, including subscriber estimates by country (2010 to 2021) for the major platforms.
- Country-by-country forecasts from 2010 to 2021
- Country profiles

### 17 countries and 71 platforms covered:

Country	No of ops	Operators
Australia	5	Netflix; Stan; Presto; Foxtel Play; Amazon Prime
China	4	Youku Tudou; TMall Box Office; Iqiyi; QQ Tencent Video
Hong Kong	4	Netflix; GOTV; MyTV Super; Viu
India	9	Netflix; Amazon Prime; Ditto; Hotstar; Bigflix; Eros Now; HOOQ; Spuul; Viu
Indonesia	6	Netflix; Iflix; HOOQ; Tribe; Catchplay; Viu
Japan	8	Netflix; Amazon; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass; UULA
Malaysia	7	Netflix; Iflix; Astro OD Plus; Tonton Premiere; Viu; HOOQ Catchplay
Nepal	1	Netflix
New Zealand	3	Netflix; Lightbox; Neon
Pakistan	3	Netflix; Icflix; Iflix
Philippines	3	Netflix; Iflix; HOOQ
Singapore	5	Netflix; Iflix; HOOQ; Viu; Catchplay
S Korea	3	Netflix; Tving; Amazon Prime
Sri Lanka	2	Netflix; Iflix
Taiwan	2	Netflix; Catchplay
Thailand	3	Netflix; Iflix; HOOQ
Vietnam	3	Netflix; Iflix; HOOQ

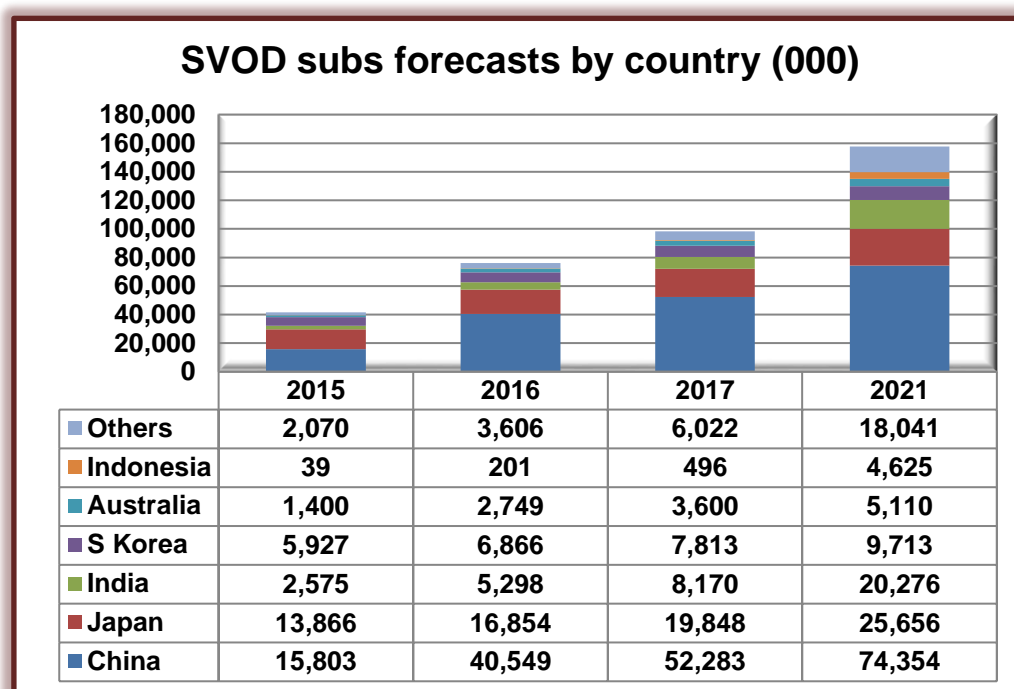


*Forecasts (for each year from 2010 to 2021) contain this detail for 17 countries (as well as subscriber and revenue market shares by operator)*

<b>Philippines SVOD forecasts</b>												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Population (000)												
Total households (000)												
TV households (000)												
Fixed broadband households (000)												
Smartphone subscribers (000)												
Tablet subscribers (000)												
TV HH/Total HH												
Fixed broadband HH/Total HH												
Smartphone subs/Population												
Tablet subs/Population												
SVOD total subscribers (000)												
SVOD homes/TVHH												
SVOD homes/Fixed broadband HH												
SVOD homes/smartphone subs												
SVOD subscribers by operator (000)												
Netflix												
Iflix												
HOOQ												
Others												
Share of SVOD subscribers by operator (%)												
Netflix												
Iflix												
HOOQ												
Others												
SVOD revenues (US\$ mil.)												
SVOD revenues by operator (US\$ mil.)												
Netflix												
Iflix												
HOOQ												
Others												
Share of SVOD revenues by operator (%)												
Netflix												
Iflix												
HOOQ												
Others												
SVOD ARPU by operator (\$)												
Netflix												
Iflix												
HOOQ												
Source: Digital TV Research												

## China to push Asian SVOD penetration – without Netflix

The Asia Pacific region will have 157.78 million SVOD [subscription video on demand] subscribers by 2021, up from 41.68 million in 2015 and 76.12 million expected by end-2016. The total will be nudging 100 million by end-2017, according to the [Asia Pacific SVOD Forecasts](#) report.



*Source: Digital TV Research*

Rapid smartphone subscription growth means that China will command 47% of the 2021 total SVOD subscribers – up from 38% in 2015. From the 82 million additions between 2016 and 2021, China will supply 34 million, Japan 9 million and India 15 million.

By 2021, 17.5% of the region's TV households [across 17 countries] will subscribe to an SVOD platform, up from only 5.1% by end-2015 and 9.1% expected by end-2016. Penetration rates in 2021 will vary from 53.5% in Australia (with four countries above 50%) to 8.0% in Pakistan.

Simon Murray, Principal Analyst at Digital TV Research, said: "Although Netflix, Amazon, Iflix, HOOQ and Viu will enjoy rapid growth, they will collectively only account for 16% of the region's SVOD subscribers by 2021."

He continued: "Netflix is forecast to have 7.59 million subscribers in the region by 2021, up from 3.17 million at end-2016. Australia, Japan, Korea and New Zealand will together account for nearly three-quarters of the total. Netflix is considered expensive in most other countries. We do not believe that Netflix will launch as a standalone platform in China."

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