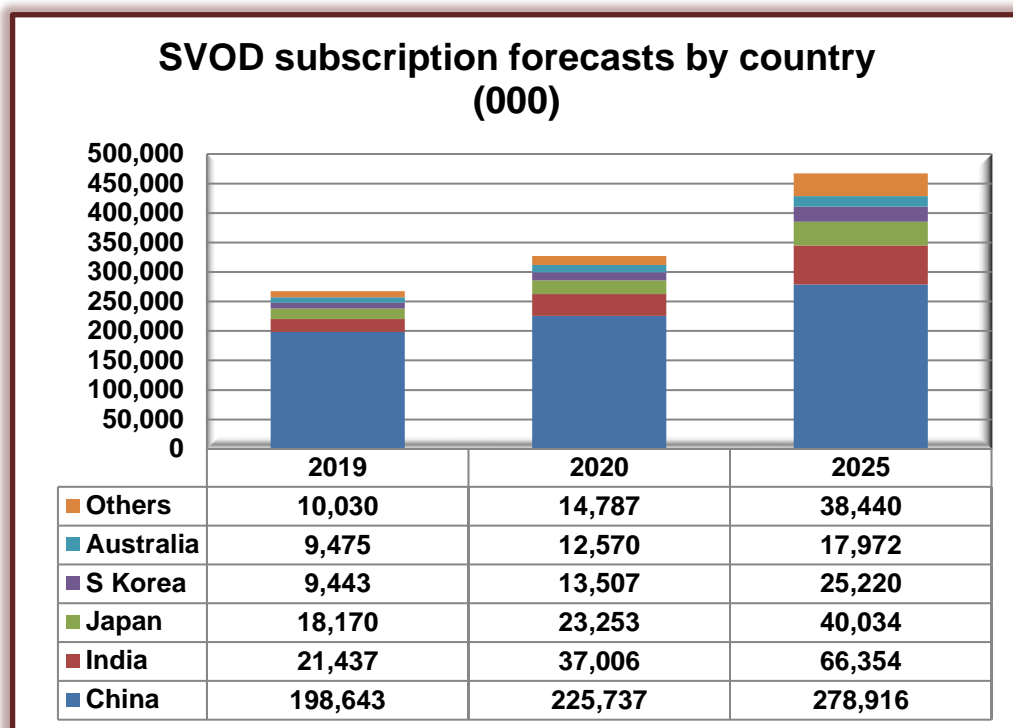


Asia Pacific to add 200 million SVOD subs

Asia Pacific will have 467 million SVOD subscriptions by 2025, up from 267 million in 2019. China will contribute 279 million SVOD subscriptions in 2025 – or 60% of the region’s total. India will supply a further 66 million – triple its 2019 total.



Source: Digital TV Research

From the 200 million SVOD subscription additions between 2019 and 2025, China will supply 80 million, Japan 22 million and India 45 million. China will add 27 million SVOD subscribers in 2020 alone.

Simon Murray, Principal Analyst at Digital TV Research, said: “Although China dominates the region, there will be plenty of growth elsewhere. Netflix will have 44.4 million subscribers by 2025; closely followed by Disney+ [including Hotstar] with 43.6 million.”

[Asia Pacific SVOD Forecasts](#)

Table of Contents

Published in September 2020, this 118-page PDF and excel report provides extensive research for 22 territories. **Covering movies and TV episodes**, the report comes in two parts:

- Insight: Detailed country analysis for Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam in a 65-page PDF document.
- Excel workbook covering each year from 2010 to 2025 for 22 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 the following 135 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Australia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Stan; Foxtel Now; Binge
Bangladesh	4	Netflix; Amazon Prime Video; Disney+; Iflix
Cambodia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
China	3	Youku Tudou; IQiyi; Tencent Video
Hong Kong	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; MyTV Super; Viu
India	8	Netflix; Amazon Prime Video; Disney+ Hotstar; Apple TV+; Zee 5; Sony Liv; ALT Balaji; Eros Now
Indonesia	7	Netflix; Amazon Prime Video; Disney+ Hotstar; Apple TV+; HBO; Iflix; Viu
Japan	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass
Laos	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Malaysia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Mongolia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viu
Myanmar	4	Netflix; Amazon Prime Video; Disney+; Iflix
Nepal	3	Netflix; Amazon Prime Video; Disney+
New Zealand	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Lightbox; Neon
Pakistan	5	Netflix; Amazon Prime Video; Disney+; Iflix; Starz Play
Philippines	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Singapore	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viu
South Korea	11	Netflix; Amazon Prime Video; Disney+; HBO; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve; Pooq
Sri Lanka	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Iflix
Taiwan	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Catchplay; CHT
Thailand	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu; True ID
Vietnam	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix

SAMPLE: Hong Kong 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 subscribers (000)																
Tablet subscribers (000)																
TV HH/Total HH																
Fixed broadband HH/Total HH																
Smartphone subs/Population																
Tablet subs/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 subscns/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime																
Disney+																
Apple TV+																
HBO																
MyTV Super																
Viu																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime																
Disney+																
Apple TV+																
HBO																
MyTV Super																
Viu																
Others																



SAMPLE: Hong Kong 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 Prime																
Disney+																
Apple TV+																
HBO																
MyTV Super																
Viu																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon Prime																
Disney+																
Apple TV+																
HBO																
MyTV Super																
Viu																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime																
Disney+																
Apple TV+																
HBO																
MyTV Super																
Viu																

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 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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