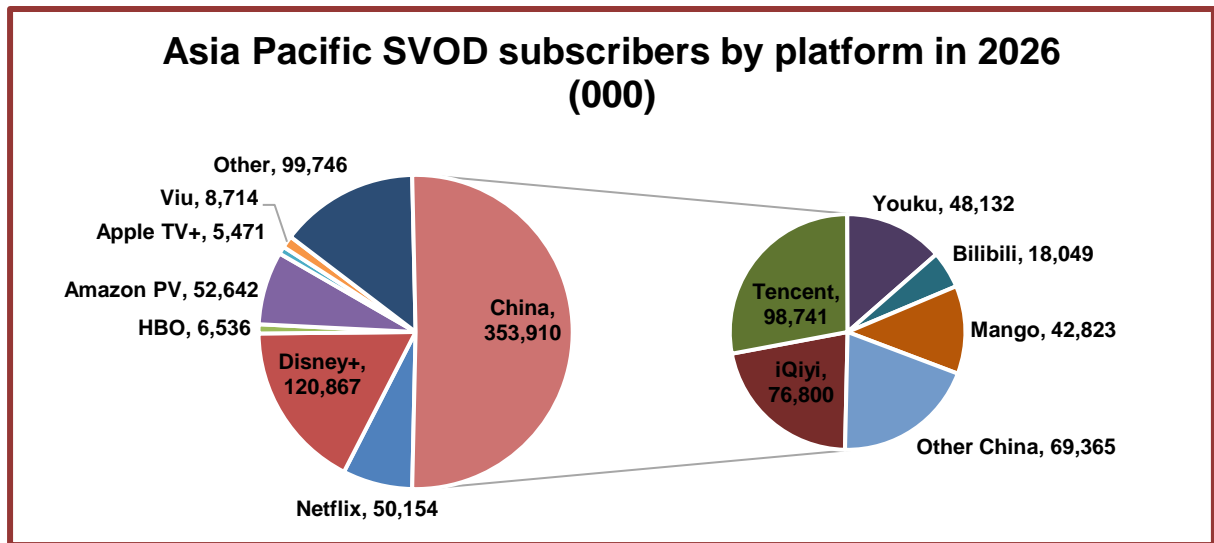


Nearly 700 million SVOD subs for Asia Pacific

Asia Pacific will have 698 million SVOD subscriptions by 2026, up from 502 million at end-2021. China will provide 354 million SVOD subscriptions in 2026 – or half of the region’s total. India will reach 157 million.

Simon Murray, Principal Analyst at Digital TV Research, said: “China will remain dominant, although its growth will slow. This is due to new online anti-fan regulations that limit game time for minors and force SVOD platforms to screen fewer reality shows. This will dampen interest in SVOD.”



Disney+ overtook Netflix in subscriber terms in 2020 – almost entirely due to its success in India. Disney+ will reach 121 million subscribers by 2026; double its 2021 total.

[Asia Pacific SVOD Forecasts](#)

Table of Contents

Published in September 2021, this 123-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 74-page PDF document.
- Excel workbook covering each year from 2010 to 2026 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 136 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+; Zee5
Cambodia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
China	5	Youku Tudou; IQiyi; Tencent Video; Bilibili; Mango
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	8	Netflix; Amazon Prime Video; Disney+ Hotstar; Apple TV+; HBO; Iflix; Viu; Vidio
Japan	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Hulu; Tsutaya; U-Next; Avex dtv; Telasa
Laos	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Malaysia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Mongolia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Myanmar	4	Netflix; Amazon Prime Video; Disney+; Viu
Nepal	4	Netflix; Amazon Prime Video; Disney+; Iflix
New Zealand	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; 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	10	Netflix; Amazon Prime Video; Disney+; HBO; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve
Sri Lanka	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Taiwan	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Catchplay; CHT; HBO
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	2026
Population (000)																	
Total households (000)																	
TV households (000)																	
Fixed broadband hholds (000)																	
Smartphone subscribers (000)																	
Tablet subscribers (000)																	
<i>TV HH/Total HH</i>																	
<i>Fixed broadband HH/Total HH</i>																	
<i>Smartphone subs/Population</i>																	
<i>Tablet subs/Population</i>																	
SVOD revenues (US\$ mil.)																	
SVOD revenues/Population \$																	
SVOD revenues/SVOD subscriber \$																	
Net SVOD homes (000)																	
<i>SVOD homes/TVHH</i>																	
<i>SVOD homes/Fixed bband HH</i>																	
<i>SVOD subscrns/SVOD homes</i>																	
Gross SVOD subscriptions (000)																	
<i>SVOD subs/TVHH</i>																	
<i>SVOD subs/Fixed bband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	
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	2026
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 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	September	£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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