

[Eastern Europe OTT TV & Video Forecasts](#)

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Published in September 2017, this 182-page PDF and excel report combines the relevant countries from two of last year's reports: [Eastern Europe OTT TV & Video Forecasts](#) and [Eastern Europe SVOD Forecasts](#) in one convenient place. **Covering movies and TV episodes**, the report covers 22 countries. The report comes in five parts:

- Executive summary and regional forecasts, with handy comparison tables to reveal the best growth prospects;
- Major SVOD platforms, including market share for each;
- Regional forecasts summary from 2010 to 2022 by platform, by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes;
- Country profiles for 22 territories;
- Detailed country forecasts for 22 nations [four more than the last edition].

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



Forecasts for the following 70 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	2	Netflix; Amazon Prime Video
Belarus	3	Netflix; Amazon Prime Video; Megogo
Bosnia	3	Netflix; Amazon Prime Video; Pickbox
Bulgaria	3	Netflix; Amazon Prime Video; Voyo
Croatia	3	Netflix; Amazon Prime Video; Pickbox
Cyprus	2	Netflix; Amazon Prime Video
Czech Rep	4	Netflix; Amazon Prime Video; Voyo; Myprime
Estonia	4	Netflix; Amazon Prime Video; Viaplay; Telia
Greece	3	Netflix; Amazon Prime Video; ANT1 Next
Hungary	3	Netflix; Amazon Prime Video; Myprime
Latvia	3	Netflix; Amazon Prime Video; Viaplay
Lithuania	3	Netflix; Amazon Prime Video; Viaplay
Macedonia	3	Netflix; Amazon Prime Video; Pickbox
Moldova	2	Netflix; Amazon Prime Video
Montenegro	3	Netflix; Amazon Prime Video; Pickbox
Poland	5	Netflix; Amazon Prime Video; Ipla; Player; Myprime
Romania	3	Netflix; Amazon Prime Video; Voyo
Russia	4	Ivi; Megogo; Okko; Amediateka
Serbia	3	Netflix; Amazon Prime Video; Pickbox
Slovakia	4	Netflix; Amazon Prime Video; Voyo; Myprime
Slovenia	3	Netflix; Amazon Prime Video; Pickbox
Ukraine	4	Netflix; Amazon Prime Video; Megogo; Divan.TV

SAMPLE: Czech Republic OTT TV & video briefing

- **OTT TV & video revenues** will triple from \$ [REDACTED] in 2016 to [REDACTED] million by 2022. Advertising on OTT sites will provide [REDACTED] million to the 2022 total, up from [REDACTED] million in 2016.

Main assumptions behind the forecasts	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Source: Digital TV Research	

- SVOD will bring in a further [REDACTED] million by 2022, up from [REDACTED] million in 2016. There were [REDACTED] **SVOD homes** by end-2016 ([REDACTED]% of TV households), but this total will grow rapidly to [REDACTED] in 2022 ([REDACTED]% of TV households).
- **Netflix** (€8-12/month) launched in the Czech Republic in January 2016 as part of its global expansion. We forecast [REDACTED] Netflix subs by 2022 (nearly half of the total), up from [REDACTED] at end-2016. Netflix has a global distribution deal with Liberty Global, which includes UPC in the Czech Republic. Czech subtitles were added on some content in October 2016.
- **Amazon Prime Video** started operations in November 2016 as part of its global rollout. Subscriptions are cheaper than Netflix at \$5.99/month, but Amazon offers little original or local content. We forecast [REDACTED] Amazon subs by 2022.
- UPC provides the **Myprime** SVOD platform (CZK99/month, \$3.91 – although it is rolled into the more expensive pay TV bundles for free) through its Horizon gateway. Launched in April 2015, Myprime had 27,000 subscribers by September 2016. Myprime has 2,000 titles (including 350 Czech films) and 45 linear channels. We expect [REDACTED] Myprime subs by 2022 – limited during to its parent's distribution deal with Netflix. Started in April 2015, home gateway Horizon (127 linear channels) had 170,000 subscribers by March 2016.
- Pay TV market leader **UPC** has a flat TV subscriber base. However, gains in satellite TV subs, under the freeSAT brand, have made up for some of the cable losses. Worryingly, the company has recorded fewer digital subs in its cable base for every year since 2011. The company introduced broadband speeds up to 400Mbps.
- **HBO Go** gained carriage on UPC networks in July 2014. HBO Go provides 2,000 titles on up to four devices. It is only available to HBO premium channel pay TV subscribers – for free.

- CME-owned **Voyo** became a subscription-only OTT service in April 2012 when it dropped its advertising. Subscribers pay CZK189/month (\$7.41) to access 2,000 titles and Nova's linear channels (as well as some pre-broadcast shows). CME only has limited ambitions for its SVOD platform, and we forecast [REDACTED] subs by 2022.
- Alza, a local ecommerce and physical store retailer, provides **Alza Media** with the choice of 550 movies for CZK249/month (\$9.77). Movie rentals cost CZK39-69.
- Video retailer **Topfun** operated an OTT SVOD and rental service, but the service closed in June 2015. **Klik TV** and **Ivivo** closed at the same time.
- Operating in the Czech and Slovak Republics, **Obvod TV** offers 300 titles for CZK180/month (\$7.06 – increased from CZK150/month in May 2017) or rentals at CZK25 (\$0.98). Started in December 2016, the company claimed 111,000 registered users (not necessarily payers) by May 2017.
- In June 2016, **T-Mobile** signed a deal with Banaxi to offer its subscribers 300 on-demand movies via Videoteka for CZK99/month (\$3.88). T-Mobile TV restarted in April 2016. The company had 12,000 TV subs, 132,000 fixed broadband and 6.05 million mobile subs by end-2016.
- **O2** launched its Videoteka platform with 1,000 titles in April 2014. Videoteka rents movies for CZK30-45, but no SVOD platform is yet available. O2 TV had 225,000 IPTV and OTT subs by mid-2017. O2 also had 752,000 fixed broadband and 4.90 million mobile subscribers.
- **Digi2Go** started as an OTT platform (60-91 channels for CZK349-849/month) in September 2016, with a target of 200,000 subs. Digi Sport exclusively screens English Premier League and Spain's La Liga soccer.
- **Nova Digi TV** was controlled by Romania-based RCS-RDS. In April 2015, RCS-RDS sold Digi TV to Lama Energy. Lama Energy acquired Live Telecom in February 2017. We estimate that Digi TV has about 129,000 active satellite TV subs.
- **SkyLink** provides pay (using pre-paid smart cards) and non-pay services. The company claims 1.5 million active cards in the Czech (1.00 million) and Slovak Republics (0.50 million). However, only about 305,000 of these homes were considered pay subscribers in the Czech Republic. Owned by Luxembourg-based M7 Group, SkyLink started SVOD services (CZK99/month) during 2016 with help from Banaxi.
- **Google Play Movies** rents films for CZK59-79.

- Public broadcaster CT operates FTA OTT service **Ivysilani**, which offers linear channels and access to 85,000 hours of archive material. Rival **Prime Play** is mostly ad-supported, although there is a premium, ad-free option for CZK49/month.

Czech Republic OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
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													
OTT TV & video fixed broadband households (000)													
OTT TV & video HH/Fixed broadband HH													
OTT TV & video HH/TV HH													
OTT TV & video smartphone subs (000)													
OTT TV & video HH/smartph subs													
OTT TV & video total (000)													
SVOD subscribers (000)													
SVOD/TV HH %													
SVOD/fixed broadband %													
SVOD/smartphone %													
TV rental transactions (000)													
Movie rental transactions (000)													
Total rental transactions (000)													
TV DTO transactions (000)													
Movie DTO transactions (000)													
Total DTO transactions (000)													
Online advertising total (US\$ mil.)													
Online advg for OTT sites (US\$ mil.)													
Online TV rental revs (US\$ mil.)													
Online movie rental revs (US\$ mil.)													
Online rental revenues (US\$ mil.)													
DTO TV revenues (US\$ mil.)													
DTO movie revenues (US\$ mil.)													
DTO video revenues (US\$ mil.)													
SVOD revenues (US\$ mil.)													
Total OTT TV & video revenues (US\$ mil.)													



Czech Republic OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SVOD subscribers by operator (000)													
Netflix													
Amazon Prime Video													
Voyo													
Myprime													
Others													
Share of SVOD subscribers by operator (%)													
Netflix													
Amazon Prime Video													
Voyo													
Myprime													
Others													
SVOD revenues by operator (US\$ mil.)													
Netflix													
Amazon Prime Video													
Voyo													
Myprime													
Others													
Share of SVOD revenues by operator (%)													
Netflix													
Amazon Prime Video													
Voyo													
Myprime													
Others													
SVOD ARPU by operator (\$)													
Netflix													
Amazon Prime Video													
Voyo													
Myprime													
<i>Source: Digital TV Research</i>													

Digital TV Research publication schedule for 2017

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1200/€1440/\$1560
2	Middle East & North Africa Pay TV Forecasts	February	£1200/€1440/\$1560
3	Asia Pacific Pay TV Forecasts	March	£1200/€1440/\$1560
4	Latin America Pay TV Forecasts	March	£1200/€1440/\$1560
5	North America Pay TV Forecasts	April	£750/€900/\$975
6	Eastern Europe Pay TV Forecasts	April	£1200/€1440/\$1560
7	Western Europe Pay TV Forecasts	May	£1200/€1440/\$1560
8	Global Pay TV Subscriber Forecasts	May	£1800/€2160/\$2340
9	Global Pay TV Revenue Forecasts	May	£1800/€2160/\$2340
10	Global Pay TV Operator Forecasts	May	£1800/€2160/\$2340
11	Netflix Forecasts	June	£750/€900/\$975
12	Global Pay TV Subscriber Databook	June	£750/€900/\$975
13	Global Pay TV Revenue Databook	June	£750/€900/\$975
14	Global Pay TV Operator Databook	June	£750/€900/\$975
15	Sub-Saharan Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
16	Middle East & North Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
17	Asia Pacific OTT TV & Video Forecasts	August	£1000/€1200/\$1300
18	Latin America OTT TV & Video Forecasts	August	£1000/€1200/\$1300
19	North America OTT TV & Video Forecasts	September	£600/€720/\$780
20	Eastern Europe OTT TV & Video Forecasts	September	£1000/€1200/\$1300
21	Western Europe OTT TV & Video Forecasts	October	£1000/€1200/\$1300
22	Global OTT TV & Video Forecasts	October	£1800/€2160/\$2340
23	Global AVOD Forecasts	November	£1500/€1800/\$1950
24	Global SVOD Forecasts	November	£1500/€1800/\$1950
25	Online TV & Video Sports Forecasts	December	£1500/€1800/\$1950

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