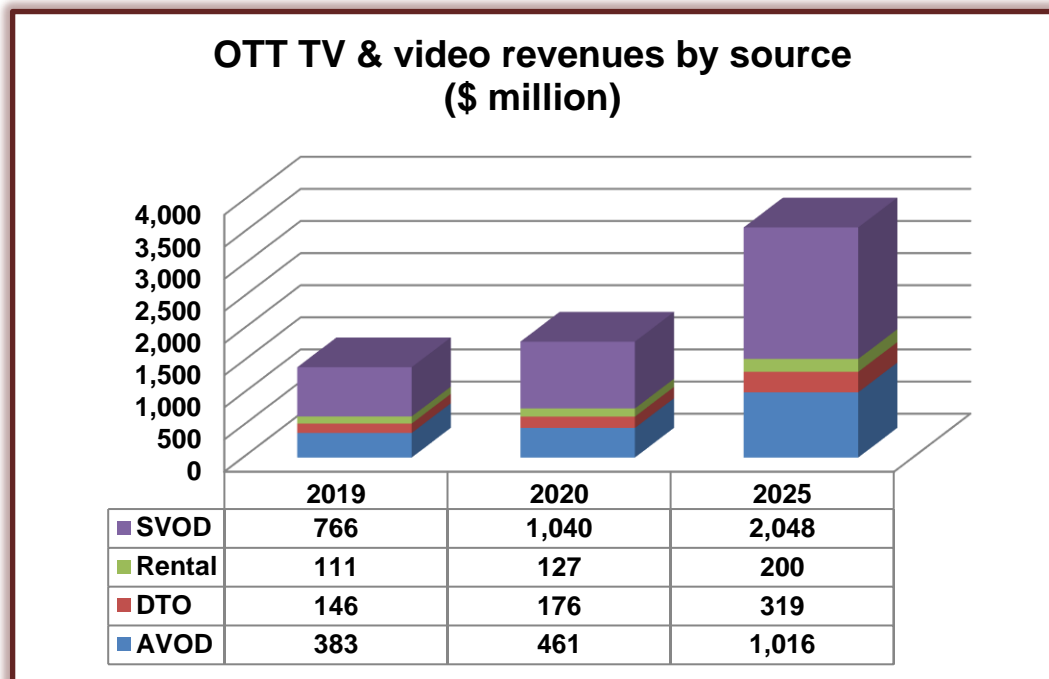


Eastern Europe OTT revenues up by \$2 billion

OTT TV episode and movie revenues for 22 Eastern European countries will reach \$3.58 billion in 2025; nearly triple the \$1.41 billion recorded in 2019. Russia will account for 40% of the region's OTT revenues by 2025, with Poland generating a further 27% - so two-thirds of the total will go to these two countries.



Source: Digital TV Research

SVOD revenues will reach \$2.05 billion by 2025 (57% of total OTT revenues) – up from \$766 million in 2019 (54%). Russia's SVOD revenues will reach \$610 million by 2025 – or 30% of the regional total. Poland will provide another \$687 million (34%). Their joint share will fall from 74% in 2019; revealing stronger growth in other countries.

Simon Murray, Principal Analyst at Digital TV Research, said: "Poland will remain the SVOD revenue leader despite have a lot lower population than Russia. Russian operators charge less than their Polish equivalents. Russia has more SVOD subscriptions than Poland."

For more information [on the Eastern Europe OTT TV and Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

Eastern Europe OTT TV & Video Forecasts

Table of Contents

Published in April 2020, this 190-page PDF, PowerPoint and excel report covers 22 countries. **Covering TV episodes and movies**, the report comes in three parts:

- Outlook: Forecasts for 22 countries in a 49-page PDF document full of charts, graphs and bullet points;
- Excel workbook covering each year from 2010 to 2025 for 22 countries by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes. As well as summary tables by country and by platform;
- Insight: Detailed country-by-country analysis in a 70-page PDF document.

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

Forecasts for the following 123 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	3	Netflix; Amazon Prime Video; Disney+
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Croatia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Estonia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Greece	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; ANT1 Next; HBO
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Latvia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Lithuania	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Macedonia	5	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO
Moldova	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Montenegro	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Poland	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Ipla; Player+; Play Now; HBO
Romania	5	Netflix; Amazon Prime Video; Disney+; Voyo; HBO
Russia	9	Ivi; Megogo; Okko; Amediateka; TNT Premier; Netflix; Amazon Prime; Disney+; Apple TV+
Serbia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Slovakia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Slovenia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Divan.TV



SAMPLE: Bulgaria OTT TV & video insight

- **Online TV and video revenues** are forecast to triple from \$15 million in 2019 to \$49 million by 2025. AVOD will reach \$8 million in 2025, up from \$3 million in 2019.

Main assumptions behind the forecasts
<ul style="list-style-type: none">• OTT engagement is very low at the moment, and will still be immature by 2023.• The population is declining.
<i>Source: Digital TV Research</i>

- Most of the OTT growth will come from SVOD, with revenues quadrupling from \$8 million in 2019 to \$32 million by 2025. The number of **SVOD subscriptions** was 99,000 at end-2019 (3.7% of TV households) rising to 372,000 by 2025 (14.4% of TV households).
- **Netflix** launch in Bulgaria in January 2016 as part of its global expansion. We estimate 62,000 Netflix subs by end-2019, tripling to 181,000 by 2025. Growth will be restricted by low credit card ownership, relatively high prices and little local language content.
- **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 14,000 Amazon subs by 2025.
- **Disney+** will start in Eastern Europe in late 2020. It will be cheaper than Netflix at \$6.99/month or \$69.99/year. We believe that this will be a successful launch, with 70,000 subscribers in Bulgaria by 2025.
- **Apple TV+** launched in more than 100 countries in November 2019. The ad-free platform offers some original content, with an annual production budget of \$2 billion. We forecast 11,000 subscribers in Bulgaria by 2025.
- **HBO Go** launched a standalone platform in seven additional countries (Bosnia, Bulgaria, Croatia, Macedonia, Montenegro, Serbia and Slovenia) in late November 2017. This followed earlier launches in Czech Republic, Hungary, Romania and Slovakia. We forecast 37,000 paying subs in Bulgaria by 2025.
- Offering 3,200 titles, HBO Go is free to HBO pay TV subscribers, and costs BGN6.99/month (\$4.02) to others. HBO Go has several distribution deals in place, including A1, Telenor and Vivacom.
- Started in 2011, CME's **Voyo** costs BGN4.80/month (\$2.76), but it is included for free within many packages. Voyo only had 15,000 paying subscribers by end-2019, with 23,000 subs forecast by 2025. Voyo is available via Fusion TV and Vivacom. WarnerMedia sold CME to PPF in October 2019.

- Market leader **Bulsatcom** has 729,000 satellite TV subscribers. The company introduced very low package prices in 2010, which saw a substantial migration of analog cable subscribers to satellite TV. Bulsatcom's competitors lowered prices to compete.
- Bulsatcom launched a limited-reach IPTV service, **Fusion TV**, in March 2015, with up to 200 channels as well as 10,000 hours of on-demand programming. Fusion also offers OTT platform Voyo (BGN8/month).

Vivacom operating statistics (000)						
	2013	2014	2015	2016	2017	2018
Fixed broadband subs	327	356	390	437	432	444
Pay TV subs	255	322	369	410	447	468
% IPTV subs	24	32	38	42	46	49
TV ARPU BGN	12.2	11.9	12.6	12.7	13.6	15.2

Source: Vivacom

- Incumbent telco BTC, trading as **Vivacom**, launched a satellite TV platform in September 2010, with IPTV following. HBO Go and Voyo (BGN4.80/month) are also available.
- Vivacom had 468,000 TV subs (of which 226,000 were IPTV) by end-2018. The company had 444,000 fixed broadband subs (up to 900Mbps on its fiber network) and 3.07 million mobile subs by end-2018.
- Active in the former Yugoslavia, United Group bought Vivacom in November 2019. In March 2015, the Empreno/LIC33 Group acquired a 43.3% stake in Vivacom from Tzvetan Vasilev/VTB Capital. In November 2015, Spas Roussev (backed by VTB Capital) won the auction to acquire most of Vivacom's equity for €330 million.

A1 operating statistics (000)					
	2015	2016	2017	2018	4Q19
Fixed broadband subs	413.8	429.3	434.8	448.3	464.3
Pay TV subs	462.8	478.2	485.1	507.5	530.5
Mobile	4,236	4,109	3,977	3,934	3,824

Source: Telekom Austria

- Via Telekom Austria's Mobiltel, **A1 (formerly called M:Tel)** integrated its IPTV, satellite TV and cable assets under a single brand. Voyo is available. Telekom Austria reported 530,500 TV subscribers by end-2019.
- Regulator CRC estimated 1.90 million **fixed broadband subscribers** by end-2018.
- **Telenor** has 3.1 million mobile subscribers in Bulgaria. The operator provides access to HBO Go.

Bulgaria OTT TV & video 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 households (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/smartphone subs																
OTT TV & video total (000)																
Gross SVOD subscriptions (000)																
SVOD subs/TVHH																
SVOD subs/Fixed broadband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed broadband HH																
SVOD subscriptions/SVOD homes																
TV rental transactions (000)																
Movie rental transactions (000)																
Total rental transactions (000)																
TV download-to-own transactions (000)																
Movie download-to-own transactions (000)																
Total download-to-own transactions (000)																
Online advertising total (US\$ mil.)																



Bulgaria OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
AVOD (US\$ mil.)																
Online TV rental revs (US\$ mil.)																
Online movie rental revs (US\$ mil.)																
<i>Online rental revs (US\$ mil.)</i>																
DTO TV revenues (US\$ mil.)																
DTO movie revenues (US\$ mil.)																
<i>DTO video revenues (US\$ mil.)</i>																
SVOD revenues (US\$ mil.)																
OTT TV & video revs (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Voyo																
HBO																
Others																
<i>Share of SVOD subscribers by operator (%)</i>																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Voyo																
HBO																
Others																
SVOD revenues by operator (US\$ mil.)																
Netflix																
Amazon Prime Video																
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Others																
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Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Voyo																
HBO																
Others																

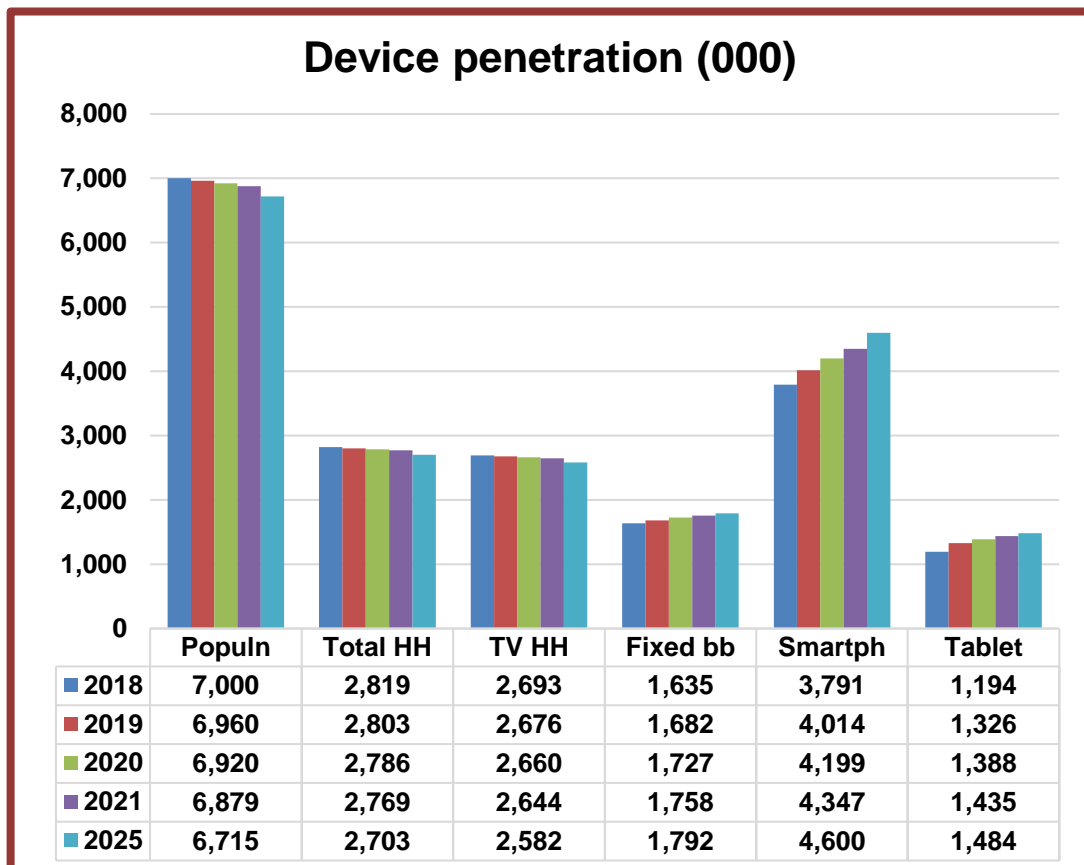
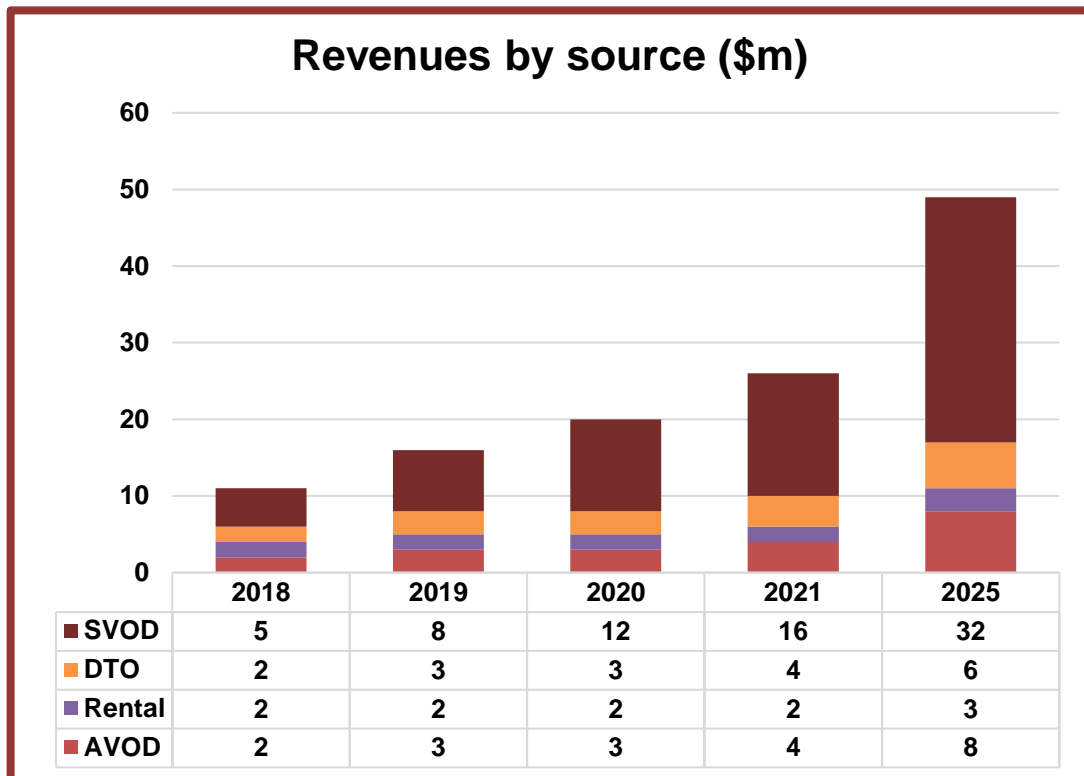


Bulgaria OTT TV & video forecasts

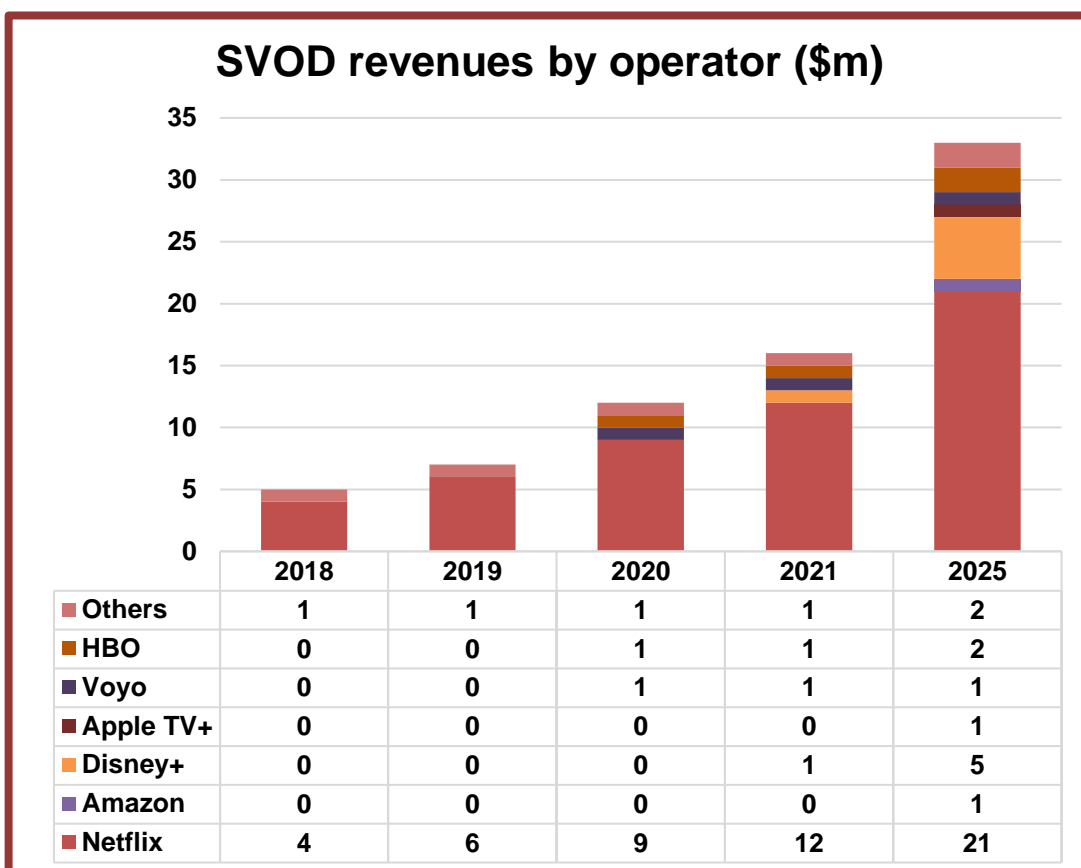
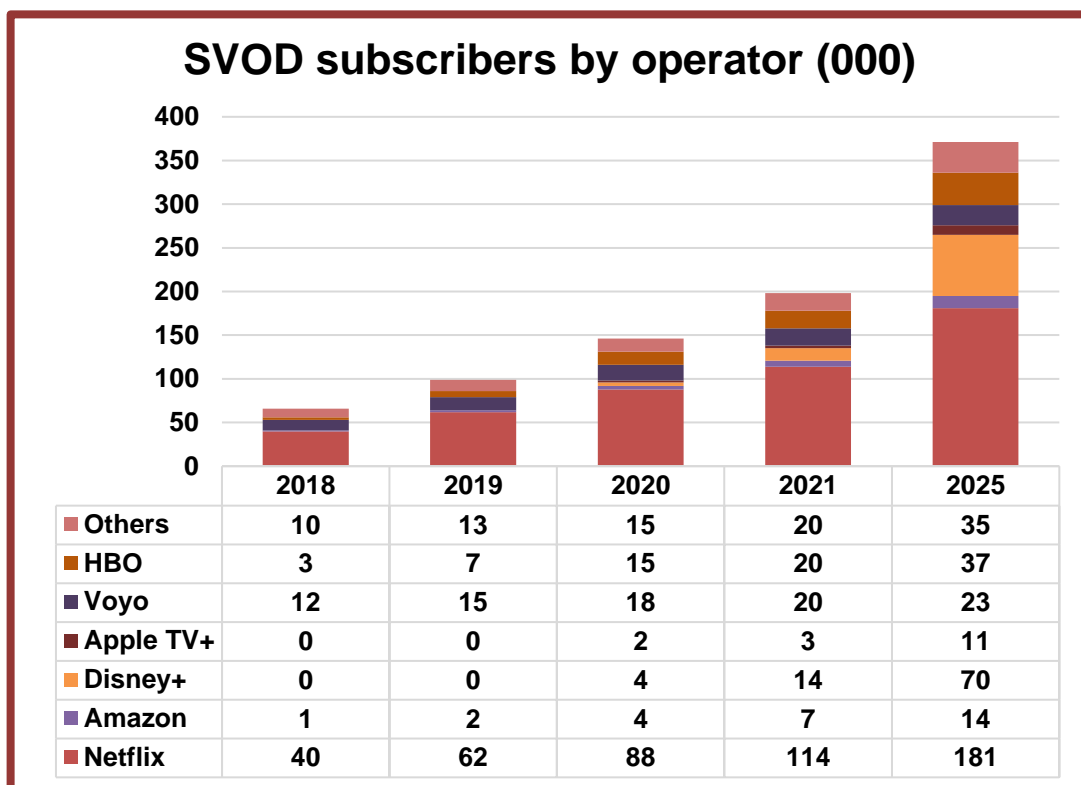
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Voyo																
HBO																
AVOD revenues by platform (\$ million)																
YouTube																
Facebook/Instagram																
Other social media sites																
FTA broadcasters																
Pay TV broadcasters																
AVOD platforms																
Other																
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																



Bulgaria OTT TV & video outlook



Bulgaria SVOD outlook



Digital TV Research publication schedule

Title	Publication	Price
2020		
<u>Eastern Europe OTT TV and Video Forecasts</u>	April	£1200/€1320/\$1440
<u>Eastern Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
<u>Asia Pacific OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
<u>Asia Pacific Pay TV Forecasts</u>	March	£1200/€1320/\$1440
<u>Latin America OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
<u>Latin America Pay TV Forecasts</u>	March	£1200/€1320/\$1440
<u>North America OTT TV and Video Forecasts</u>	March	£600/€660/\$720
<u>North America Pay TV Forecasts</u>	February	£600/€660/\$720
<u>SVOD Platform Forecasts</u>	February	£800/€880/\$960
<u>Africa Pay TV Forecasts</u>	January	£1200/€1320/\$1440
<u>Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa Pay TV Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
2019		
<u>Pay TV Forecasts Update</u>	September	£1000/€1200/\$1300
<u>SVOD Forecasts Update</u>	September	£1000/€1200/\$1300
<u>OTT TV and Video Databook</u>	September	£750/€900/\$975
<u>SVOD Databook</u>	September	£750/€900/\$975
<u>Pay TV Databook</u>	September	£750/€900/\$975
<u>Global OTT TV & Video Forecasts</u>	June	£1800/€2160/\$2340
<u>Global SVOD Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Subscriber Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Revenue Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Operator Forecasts</u>	June	£1500/€1800/\$1950
<u>Global AVOD Forecasts</u>	June	£750/€900/\$975
<u>Western Europe Pay TV Forecasts</u>	June	£1000/€1200/\$1300
<u>Western Europe OTT TV and Video Forecasts</u>	June	£1000/€1200/\$1300

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