

Eastern Europe SVOD Forecasts

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Published in November 2016, this 116-page PDF and excel report contains comprehensive coverage of the SVOD sector (TV episodes and movies) for 18 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

18 countries and 42 platforms covered:

Country	No of ops	Operators
Belarus	1	Netflix
Bosnia	2	Netflix; Pickbox
Bulgaria	2	Netflix; Voyo
Croatia	3	Netflix; Oyo; Pickbox
Cyprus	1	Netflix
Czech Rep	3	Netflix; Voyo; Myprime
Estonia	2	Netflix; Viaplay
Greece	1	Netflix
Hungary	2	Netflix; Myprime
Latvia	2	Netflix; Viaplay
Lithuania	2	Netflix; Viaplay
Poland	4	Netflix; Ipla; Myprime; Amazon
Romania	3	Netflix; Voyo; Myprime
Russia	4	Netflix; Ivi; Megogo; Okko
Serbia	2	Netflix; Pickbox
Slovakia	3	Netflix; Voyo; Myprime
Slovenia	3	Netflix; Voyo; Pickbox
Ukraine	2	Netflix; Megogo



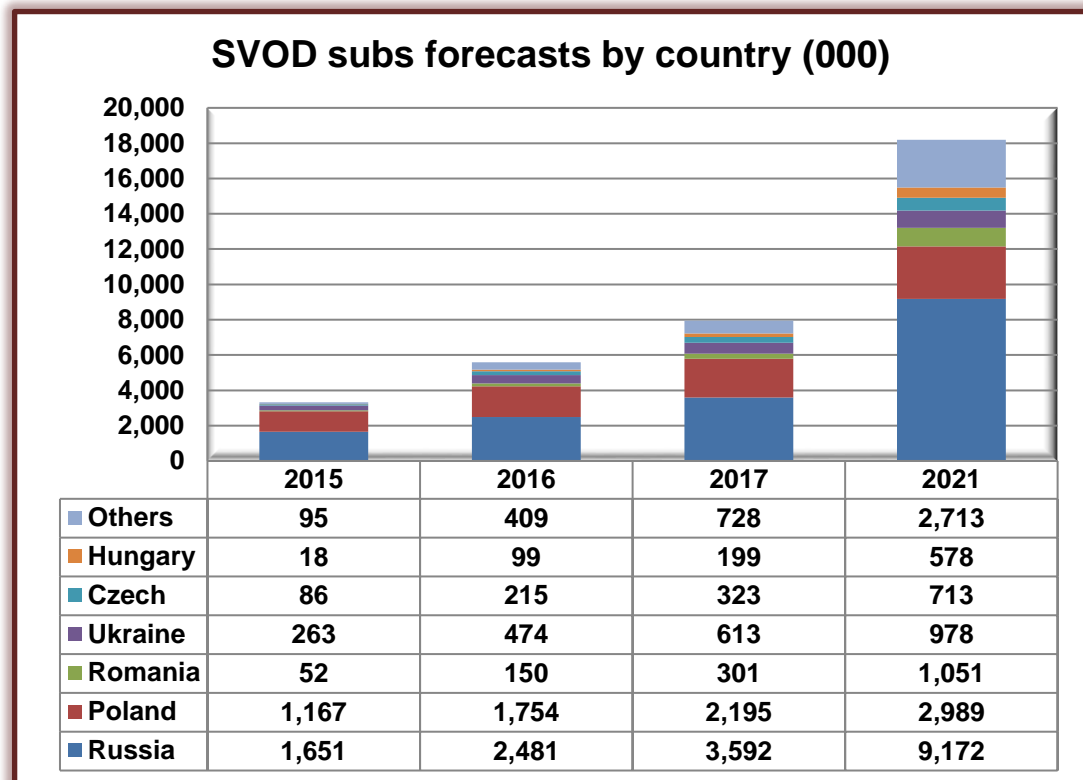
Forecasts (for each year from 2010 to 2021) contain this detail for 18 countries (as well as subscriber and revenue market shares by operator)

Czech Republic SVOD forecasts												
	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												
Voyo												
Myprime												
Others												
Share of SVOD subscribers by operator (%)												
Netflix												
Voyo												
Myprime												
Others												
SVOD revenues (US\$ mil.)												
SVOD revenues by operator (US\$ mil.)												
Netflix												
Voyo												
Myprime												
Others												
Share of SVOD revenues by operator (%)												
Netflix												
Voyo												
Myprime												
Others												
SVOD ARPU by operator (\$)												
Netflix												
Voyo												
Myprime												
Source: Digital TV Research												



Russia to extend its SVOD lead in Eastern Europe

Eastern Europe will have 18.19 million paying SVOD subscribers [for TV episodes and movies – excluding sports, for example] across 18 countries by 2021, up from 3.33 million at end-2015 and 5.58 million by end-2016 – almost sextupling between 2015 and 2021.



Source: Digital TV Research

[The Eastern Europe SVOD Forecasts report](#) estimates that Russia accounted for 44% of the region’s SVOD subs in 2016, with this proportion slowly growing to half the total by 2021. From the 12.61 million SVOD additions between 2016 and 2021, Russia will supply 6.69 million.

By 2021, the top five SVOD platforms will account for half of the region’s SVOD subscribers. Netflix (3.50 million subs) will be the leader, followed by Russia’s Ivi (2.43 million), Megogo (1.32 million in Russia and the Ukraine), Russia’s Okko (1.08 million) and Poland’s Ipla (0.90 million).

Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix launched across the region in January 2016, with some success. However, many consider the platform to be expensive. Netflix requires customers to pay with credit cards and in dollars or Euros, despite low levels of credit card ownership in Eastern Europe. Furthermore, most of Netflix’s content is in English, with little local fare. At launch, Netflix had no local distribution partnerships.”

Murray continued: “However, the company adapted its strategy during 2016. It now has non-exclusive distribution agreements with Liberty Global (owner of the UPC cable networks in Czech Republic, Hungary, Poland, Romania and Slovakia) and Telia (active in the Baltic States).”

“Netflix also made a significant effort to localize its Polish platform. However, Digital TV Research does not think that Netflix will make much effort to localize its platform elsewhere – including in Russia. The Russian government is hostile to foreign media companies. Furthermore, Russia has the region’s most developed SVOD sector, with several large players offering a lot of local content.”

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

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28	North America SVOD Forecasts	November	£500/\$750/€625
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