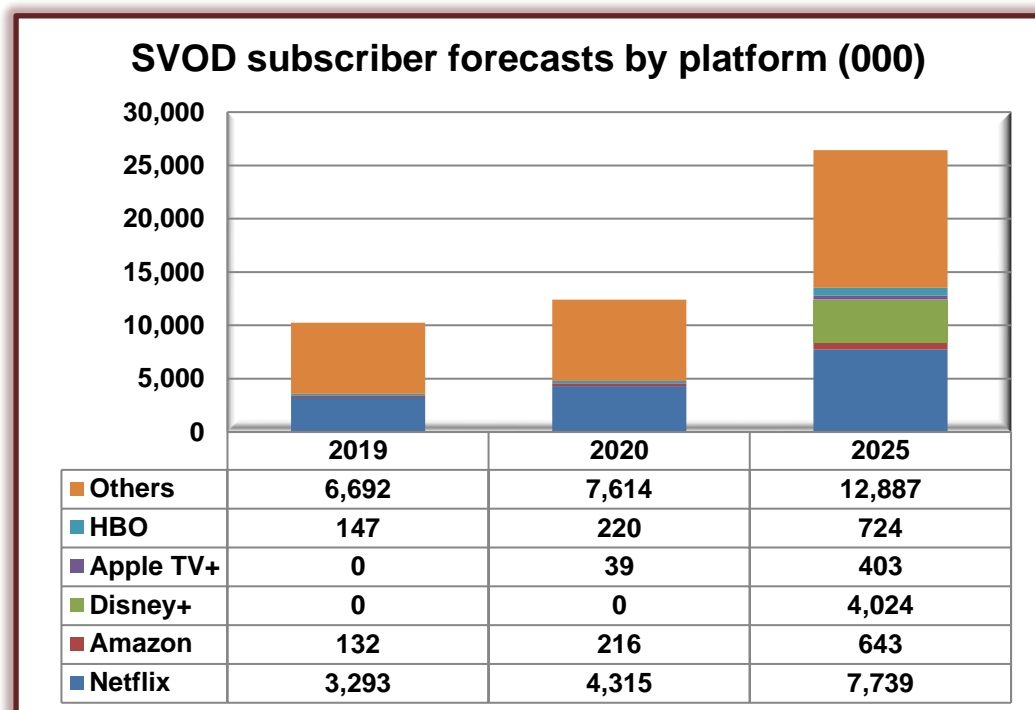


## Eastern Europe to add 16 million SVOD subs

Eastern Europe will have 26.42 million paying SVOD subscriptions by 2025; more than double from the 10.26 million recorded by end-2019. From the 16 million additional subscriptions, Russia will generate 4.8 million to take its total to 8.8 million and Poland 5 million to total 8.7 million.

Simon Murray, Principal Analyst at Digital TV Research, said: “Russia became the SVOD subscription market leader in 2019 by overtaking Poland. Although it has plenty of home-grown players, Russia’s SVOD sector will remain held back by the limited presence of foreign platforms.”



Netflix will continue to lead the Eastern European SVOD sector. Netflix will have 7.74 million subscribers by 2025, more than double its 2019 total.

Disney+ will have 4.02 million subscribers by 2025 despite starting as recently as early 2021. Sister company Hulu may follow in key markets such as Poland. HBO already has a pay TV presence in many countries, which can be used as a springboard for HBO Max.

Murray continued: “These platforms will not make great inroads into Russia. The Russian regulator introduced a 20% foreign ownership equity limit on OTT platforms.”

# Eastern Europe SVOD Forecasts

## Table of Contents

Published in September 2020, this 83-page PDF and excel report forecasts for 22 countries. **Covering TV episodes and movies**, the report comes in two parts:

- Insight: Detailed country-by-country analysis for Czech Republic, Greece, Hungary, Poland, Romania and Russia in a 29-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](mailto:lydia@digitaltvresearch.com)

### Forecasts for the following 124 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	5	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Estonia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay
Greece	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; ANT1 Next; HBO
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Latvia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay
Lithuania	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay
Macedonia	4	Netflix; Amazon Prime Video; Disney+; Pickbox
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: Serbia 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 subscrs/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Pickbox																
HBO																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Pickbox																
HBO																
Others																



## SAMPLE: Serbia SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>SVOD revenues by operator (US\$ mil.)</b>																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Pickbox																
HBO																
Others																
<b>Share of SVOD revenues by operator (%)</b>																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Pickbox																
HBO																
Others																
<b>SVOD ARPU by operator (\$)</b>																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
Pickbox																
HBO																



## Digital TV Research publication schedule for 2020

	<b>Title</b>	<b>Publication</b>	<b>Price</b>
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	October	£1000/€1200/\$1300
33	Africa SVOD Forecasts	October	£1000/€1200/\$1300
34	SVOD Forecasts Update	October	£1600/€1760/\$1920
35	Pay TV Forecasts Update	December	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

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