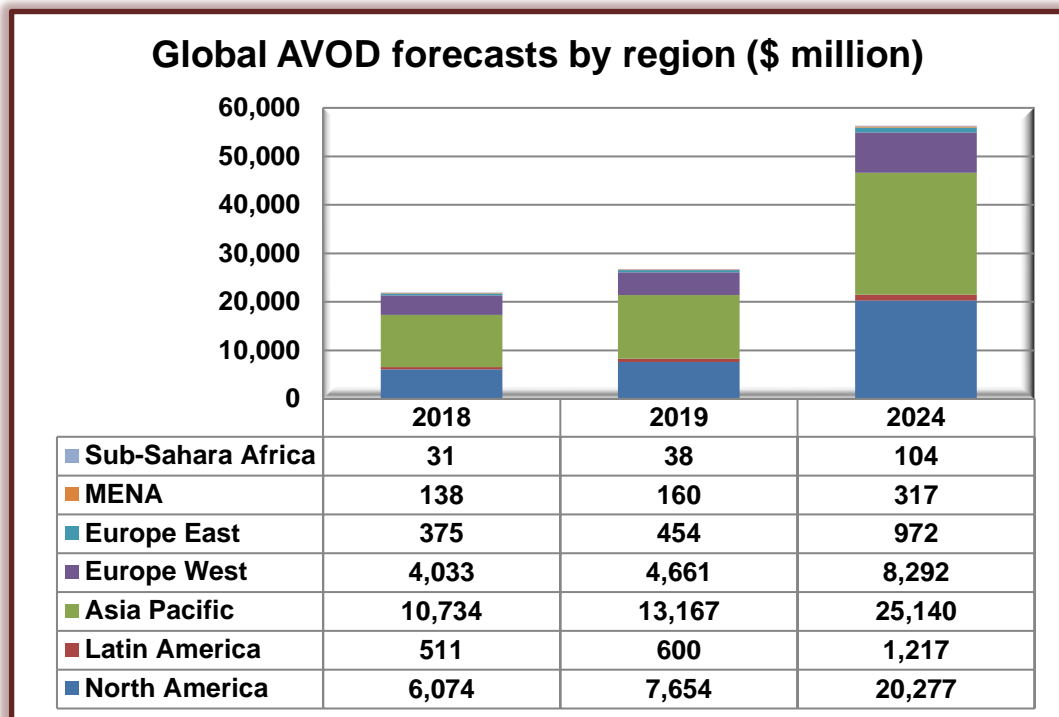


Global AVOD revenues to reach \$56 billion

AVOD [advertising expenditure attributed to OTT TV episodes and movies] will more than double between 2018 and 2024 to reach \$56 billion across 138 countries. Online TV and video advertising has been considerably boosted in recent years by the rapid growth in mobile advertising.



Source: Digital TV Research

AVOD in the Asia Pacific region is long-established. It reached \$10.73 billion by 2018 – or 49% of the global total. Despite more than doubling to \$25.14 billion by 2024, Asia Pacific’s share will fall to 45% - so other regions will grow quicker.

From the \$34.42 billion additional revenues to be generated between 2018 and 2024, Asia Pacific will contribute \$14.41 billion and North America \$14.20 billion. All of the other regions will at least double their totals.

Simon Murray, Principal Analyst at Digital TV Research, said: “China is the largest AVOD country – commanding 36% of the 2018 global total, with \$7.78 billion. Similar to much of Asia, most OTT viewing in China is on mobile phones to AVOD-supported platforms. China will still generate 29% of the global total by 2024 with \$16.60 billion.”

Murray continued: “However, the US will become the AVOD leader by 2023. Several large platform launches are expected in the near future in the US. The US will more than triple its AVOD total between 2018 and 2024 to \$19.23 billion – or 34% of the global total.”

Global AVOD Forecasts

Table of Contents

Published in June 2019, this 190-page PDF and excel report contains comprehensive coverage of the global AVOD TV episode & movie sector for 138 countries, including:

- Executive Summary.
- Regional forecasts summary from 2010 to 2024
- Comparison forecast tables.
- Individual country forecasts.

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

Forecasts for 138 countries:

| | | | |
|----------------|-------------|--------------|---------------|
| Albania | Algeria | Angola | Argentina |
| Armenia | Australia | Austria | Azerbaijan |
| Bahrain | Bangladesh | Belarus | Belgium |
| Benin | Bolivia | Bosnia | Botswana |
| Brazil | Bulgaria | Burkina Faso | Burundi |
| Cambodia | Cameroon | Canada | CAR |
| Chad | Chile | China | Colombia |
| DR Congo | Rep Congo | Costa Rica | Cote d'Ivoire |
| Croatia | Cyprus | Czech Rep. | Denmark |
| Dominican Rep. | Ecuador | Egypt | El Salvador |
| Eq Guinea | Estonia | Ethiopia | Finland |
| France | Gabon | Gambia | Georgia |
| Germany | Ghana | Greece | Guatemala |
| Guinea | Honduras | Hong Kong | Hungary |
| Iceland | India | Indonesia | Ireland |
| Israel | Italy | Japan | Jordan |
| Kazakhstan | Kenya | Kuwait | Laos |
| Latvia | Lebanon | Liberia | Lithuania |
| Luxembourg | Macedonia | Madagascar | Malawi |
| Mali | Malaysia | Malta | Mexico |
| Moldova | Mongolia | Montenegro | Morocco |
| Mozambique | Myanmar | Namibia | Nepal |
| Netherlands | New Zealand | Nicaragua | Niger |
| Nigeria | Norway | Oman | Pakistan |
| Panama | Paraguay | Peru | Philippines |
| Poland | Portugal | Puerto Rico | Qatar |
| Romania | Russia | Rwanda | Saudi Arabia |
| Senegal | Serbia | Sierra Leone | Singapore |
| Slovakia | Slovenia | South Africa | South Korea |
| Spain | Sri Lanka | Sweden | Switzerland |
| Syria | Taiwan | Tanzania | Thailand |
| Togo | Tunisia | Turkey | Uganda |
| Ukraine | UAE | UK | USA |
| Uruguay | Uzbekistan | Venezuela | Vietnam |
| Zambia | Zimbabwe | | |



Forecasts (for each year from 2010 to 2024) contain the following detail for 138 countries:

| Canada AVOD forecasts | | | | | | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
| 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) | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| Online advertising total (US\$ mil.) | | | | | | | | | | | | | | | |
| Growth % | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| AVOD (US\$ mil.) | | | | | | | | | | | | | | | |
| Growth % | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| AVOD/Population \$ | | | | | | | | | | | | | | | |
| AVOD/TVHH \$ | | | | | | | | | | | | | | | |
| AVOD/fixed broadband \$ | | | | | | | | | | | | | | | |
| AVOD/smartphone \$ | | | | | | | | | | | | | | | |
| Source: Digital TV Research | | | | | | | | | | | | | | | |

| Digital TV Research publication schedule | | |
|--|-----------------|--------------------|
| 2019 | | |
| <u>Global AVOD Forecasts</u> | <i>June</i> | £750/€900/\$975 |
| <u>Global Pay TV Subscriber Forecasts</u> | <i>June</i> | £1500/€1800/\$1950 |
| <u>Global OTT TV & Video Forecasts</u> | <i>June</i> | £1800/€2160/\$2340 |
| <u>Global Pay TV Revenue Forecasts</u> | <i>June</i> | £1500/€1800/\$1950 |
| <u>Global SVOD Forecasts</u> | <i>June</i> | £1500/€1800/\$1950 |
| <u>Western Europe OTT TV & Video Forecasts</u> | <i>June</i> | £1000/€1200/\$1300 |
| <u>Western Europe Pay TV Forecasts</u> | <i>May</i> | £1000/€1200/\$1300 |
| <u>Eastern Europe OTT TV & Video Forecasts</u> | <i>May</i> | £1000/€1200/\$1300 |
| <u>Eastern Europe Pay TV Forecasts</u> | <i>May</i> | £1000/€1200/\$1300 |
| <u>North America OTT TV & Video Forecasts</u> | <i>April</i> | £500/€600/\$650 |
| <u>North America Pay TV Forecasts</u> | <i>April</i> | £500/€600/\$650 |
| <u>Latin America OTT TV & Video Forecasts</u> | <i>April</i> | £1000/€1200/\$1300 |
| <u>Latin America Pay TV Forecasts</u> | <i>April</i> | £1000/€1200/\$1300 |
| <u>Asia Pacific OTT TV & Video Forecasts</u> | <i>March</i> | £1000/€1200/\$1300 |
| <u>Asia Pacific Pay TV Forecasts</u> | <i>March</i> | £1000/€1200/\$1300 |
| <u>Middle East & North Africa OTT TV & Video Forecasts</u> | <i>February</i> | £1000/€1200/\$1300 |
| <u>Middle East & North Africa Pay TV Forecasts</u> | <i>January</i> | £1000/€1200/\$1300 |
| <u>Sub-Saharan Africa Pay TV Forecasts</u> | <i>January</i> | £1000/€1200/\$1300 |
| <u>Sub-Saharan Africa OTT TV & Video Forecasts</u> | <i>January</i> | £1000/€1200/\$1300 |
| 2018 | | |
| <u>Global Pay TV Operator Forecasts</u> | <i>April</i> | £1500/€1800/\$1950 |

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