

## Global AVOD expenditure to double

AVOD expenditure will more than double between 2019 and 2025 to reach \$53 billion across 138 countries.

Top five countries by AVOD expenditure (\$ million)					
Ranking	Country	2019	Ranking	Country	2025
1	USA	7,998	1	USA	24,245
2	China	6,777	2	China	9,177
3	United Kingdom	1,620	3	Japan	3,228
4	Japan	1,611	4	United Kingdom	2,823
5	India	632	5	India	1,707

The US became the largest AVOD expenditure country in 2019 as China saw expenditure fall by 8.9% due to its economic downturn. A combination of the corona virus lockdown and the continued economic downturn will see China's AVOD falling by a further 11.4% in 2020. However, 2021 will improve.

Simon Murray, Principal Analyst at Digital TV Research, said: "We expect high AVOD growth to return globally from 2021. The US will triple its AVOD expenditure by 2025 to reach \$24 billion. This is 45% of the global total - up from a 33% share in 2019. This is faster growth than most other countries."

Several major platforms will start soon in the US. Some of these platforms have plans for international expansion, although this will involve not renewing existing lucrative contracts with local broadcasters and pay TV operators. Therefore, not all of the US-based AVOD platforms will start in all countries.

Murray continued: "Global AVOD growth will dip during 2020, but it is not expected to fall. The corona virus and subsequent lockdowns hit the whole advertising sector as confidence and expenditure plummeted. However, online advertising is the least affected medium as it is one of the youngest and fastest growing. Online viewing has increased substantially during the lockdown to boost AVOD."

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

# Global AVOD Forecasts

## Table of Contents

Published in May 2020, this 190-page PDF and excel report contains comprehensive coverage of the global AVOD TV episode & movie sector for 138 countries, including:

- 12-page Executive Summary.
- Regional forecasts summary from 2010 to 2025
- Comparison forecast tables.
- Individual country forecasts for each year from 2010 to 2025.
- **NEW FOR THIS EDITION:** AVOD expenditure by country by year broken down by these categories: YouTube; Facebook; Other social media sites; Free-to-air broadcasters; Pay TV broadcasters; AVOD platforms; Other.

*For more information, [please click here](#) or contact [lydia@digitaltvresearch.com](mailto: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 2025) contain the following detail for 138 countries:**

Australia AVOD 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																
Online advertising total (US\$ mil.)																
Growth %																
AVOD (US\$ mil.)																
Growth %																
AVOD/Population																
AVOD/Households																
AVOD/TV Households																
AVOD/Fixed broadband homes																
AVOD/Smartphone users																
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>																

<b>Digital TV Research publication schedule</b>		
<b>Title</b>	<b>Publication</b>	<b>Price</b>
<b>2020</b>		
<a href="#"><u>Global AVOD Forecasts</u></a>	May	£1600/€1760/\$1920
<a href="#"><u>Global Pay TV Subscriber Forecasts</u></a>	May	£1600/€1760/\$1920
<a href="#"><u>Global Pay TV Revenue Forecasts</u></a>	May	£1600/€1760/\$1920
<a href="#"><u>Global OTT TV &amp; Video Forecasts</u></a>	May	£1800/€1980/\$2160
<a href="#"><u>Global SVOD Forecasts</u></a>	May	£1600/€1760/\$1920
<a href="#"><u>Western Europe OTT TV and Video Forecasts</u></a>	April	£1200/€1320/\$1440
<a href="#"><u>Western Europe Pay TV Forecasts</u></a>	April	£1200/€1320/\$1440
<a href="#"><u>Eastern Europe OTT TV and Video Forecasts</u></a>	April	£1200/€1320/\$1440
<a href="#"><u>Eastern Europe Pay TV Forecasts</u></a>	April	£1200/€1320/\$1440
<a href="#"><u>Asia Pacific OTT TV and Video Forecasts</u></a>	March	£1200/€1320/\$1440
<a href="#"><u>Asia Pacific Pay TV Forecasts</u></a>	March	£1200/€1320/\$1440
<a href="#"><u>Latin America OTT TV and Video Forecasts</u></a>	March	£1200/€1320/\$1440
<a href="#"><u>Latin America Pay TV Forecasts</u></a>	March	£1200/€1320/\$1440
<a href="#"><u>North America OTT TV and Video Forecasts</u></a>	March	£600/€660/\$720
<a href="#"><u>North America Pay TV Forecasts</u></a>	February	£600/€660/\$720
<a href="#"><u>SVOD Platform Forecasts</u></a>	February	£800/€880/\$960
<a href="#"><u>Africa Pay TV Forecasts</u></a>	January	£1200/€1320/\$1440
<a href="#"><u>Africa OTT TV and Video Forecasts</u></a>	January	£1200/€1320/\$1440
<a href="#"><u>Middle East &amp; North Africa Pay TV Forecasts</u></a>	January	£1200/€1320/\$1440
<a href="#"><u>Middle East &amp; North Africa OTT TV and Video Forecasts</u></a>	January	£1200/€1320/\$1440
<b>2019</b>		
<a href="#"><u>Global Pay TV Operator Forecasts</u></a>	June	£1500/€1800/\$1950

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