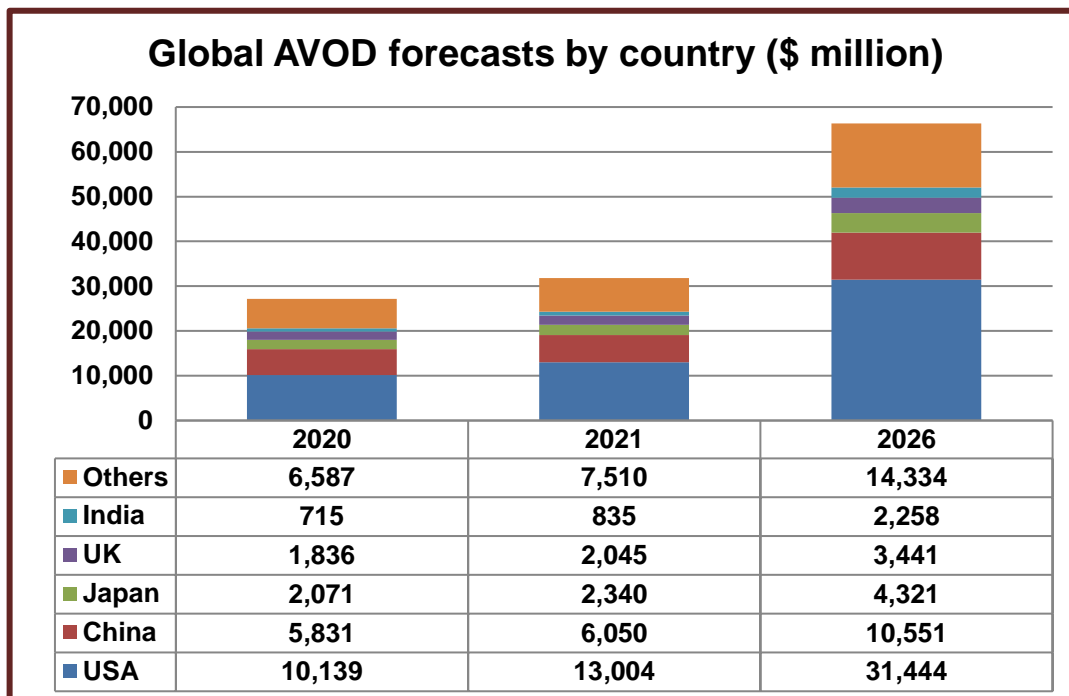


Global AVOD spend to reach \$66 billion

AVOD expenditure for TV episodes and movies will climb by 144% between 2020 and 2026 to reach \$66 billion across 138 countries. AVOD growth dipped to 'only' 9.2% in 2020, but high growth will resume from 2021.



From the \$39 billion additional revenues generated between 2020 and 2026, the US will contribute \$21 billion and China \$5 billion. Revenues will triple in India and the US.

The US became the largest AVOD country in 2019 as China saw expenditure fall by 9% due to its economic downturn. A combination of the corona virus lockdown and the continued economic downturn led to China's AVOD dropping by a further 14% in 2020. China will not better its 2018 total until 2024, although growth will return from 2021.

Simon Murray, Principal Analyst at Digital TV Research, said: "US AVOD revenues will triple between 2020 and 2026 to \$31 billion. Rather than lose market share as other countries catch up, the US will grow its share of the global total from 37% in 2020 to 47% by 2026."

The US has both the most developed OTT sector in the world and the most developed advertising market. Successful AVOD platform launches in the US will not necessarily thrive elsewhere.

[Global AVOD Forecasts](#)

Table of Contents

Published in May 2021, this 262-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 2026
- Comparison forecast tables.
- Individual country forecasts for each year from 2010 to 2026.
- Insight profiles for the top 10 countries (Brazil, Canada, China, France, Germany, India, Japan, South Korea, UK and USA)
- 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

SPECIAL OFFER

Agree to buy the 2021 editions of [Global OTT TV & Video Forecasts](#), [Global SVOD Forecasts](#) and [Global AVOD Forecasts](#), then you will receive a 32% (£1600/€1760/\$1920) discount.

Discounts of 15% available if you buy two of the reports.

Please email lydia@digitaltvresearch.com to receive more details.



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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 2026) contain the following detail for 138 countries:

Azerbaijan AVOD Forecasts																	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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 viewers (000)																	
OTT TV & video viewers/population																	
Online advertising total (US\$ mil.)																	
AVOD (US\$ mil.)																	
AVOD revenues/Population \$																	
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>																	

Digital TV Research publication schedule for 2021

	Title	Publication	Price
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 Update	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	February	£600/€660/\$720
8	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
9	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
11	Asia Pacific 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	Africa SVOD Forecasts	August	£1000/€1200/\$1300
23	Middle East & North Africa SVOD Forecasts	August	£1000/€1200/\$1300
24	Asia Pacific SVOD Forecasts	August	£1000/€1200/\$1300
25	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
26	North America SVOD Forecasts	September	£500/€600/\$650
27	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28	Western Europe SVOD Forecasts	October	£1000/€1200/\$1300
29	SVOD Forecasts Update	October	£1600/€1760/\$1920
30	Pay TV Forecasts Update	November	£1600/€1760/\$1920
31	SVOD Platform Forecasts Update	December	£800/€880/\$960

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