

# Global OTT TV & Video Forecasts

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Published in July 2016, this 270-page PDF and excel report contains comprehensive coverage of the Global OTT TV & video sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported, rental and download-to-own/electronic sell-through) for 100 countries, including:

- Executive Summary.
- Regional forecasts summary from 2010 to 2021
- Comparison forecast tables.
- Individual country forecasts.

### Countries covered:

|               |             |             |              |              |
|---------------|-------------|-------------|--------------|--------------|
| Algeria       | Czech Rep   | Israel      | Norway       | South Africa |
| Angola        | Denmark     | Italy       | Oman         | South Korea  |
| Argentina     | Ecuador     | Japan       | Pakistan     | Spain        |
| Australia     | Egypt       | Jordan      | Panama       | Sri Lanka    |
| Austria       | El Salvador | Kenya       | Paraguay     | Sweden       |
| Bahrain       | Estonia     | Kuwait      | Peru         | Switzerland  |
| Belarus       | Finland     | Latvia      | Philippines  | Taiwan       |
| Belgium       | France      | Lebanon     | Poland       | Tanzania     |
| Bolivia       | Georgia     | Lithuania   | Portugal     | Thailand     |
| Bosnia        | Germany     | Luxembourg  | Puerto Rico  | Tunisia      |
| Brazil        | Ghana       | Malawi      | Qatar        | Turkey       |
| Bulgaria      | Greece      | Malaysia    | Romania      | UAE          |
| Canada        | Guatemala   | Mexico      | Russia       | Uganda       |
| Chile         | Honduras    | Morocco     | Rwanda       | Ukraine      |
| China         | Hong Kong   | Namibia     | Saudi Arabia | UK           |
| Colombia      | Hungary     | Nepal       | Senegal      | Uruguay      |
| Costa Rica    | Iceland     | Netherlands | Serbia       | USA          |
| Cote d'Ivoire | India       | New Zealand | Singapore    | Venezuela    |
| Croatia       | Indonesia   | Nicaragua   | Slovakia     | Vietnam      |
| Cyprus        | Ireland     | Nigeria     | Slovenia     | Zambia       |



**Forecasts (for each year from 2010 to 2021) contain the following detail for 100 countries:**

| <b>Sweden OTT TV &amp; video forecasts</b>      |
|---|
| 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)                      |
|   |
| SVOD total subscribers (000)                    |
|   |
| TV rental transactions (000)                    |
| Movie rental transactions (000)                 |
| <i>Total rental transactions (000)</i>          |
| TV download-to-own transactions (000)           |
| Movie download-to-own transactions (000)        |
| <i>Total download-to-own transactions (000)</i> |
|   |
| Online advertising total (US\$ mil.)            |
| Online advertising for OTT sites (US\$ mil.)    |
| Online TV rental revenues (US\$ mil.)           |
| Online movie rental revenues (US\$ mil.)        |
| <i>Online rental revenues (US\$ mil.)</i>       |
| Download-to-own TV revenues (US\$ mil.)         |
| Download-to-own movie revs (US\$ mil.)          |
| <i>Download-to-own video revs (US\$ mil.)</i>   |
| SVOD revenues (US\$ mil.)                       |
| Total OTT TV & video revenues (US\$ mil.)       |

## Digital TV Research publication schedule for 2016

|    | Title   | Publication Date | Price              |
|----|---|------------------|--------------------|
| 1  | <a href="#">Digital TV Sub-Saharan Africa Forecasts</a>               | January          | £900/\$1350/€1125  |
| 2  | <a href="#">Digital TV Middle East &amp; North Africa Forecasts</a>   | January          | £900/\$1350/€1125  |
| 3  | <a href="#">Digital TV Asia Pacific Forecasts</a>                     | March            | £900/\$1350/€1125  |
| 4  | <a href="#">Digital TV Latin America Forecasts</a>                    | March            | £900/\$1350/€1125  |
| 5  | <a href="#">Digital TV North America Forecasts</a>                    | March            | £500/\$750/€625    |
| 6  | <a href="#">Digital TV Eastern Europe Forecasts</a>                   | April            | £900/\$1350/€1125  |
| 7  | <a href="#">Digital TV Western Europe Forecasts</a>                   | April            | £900/\$1350/€1125  |
| 8  | <a href="#">Digital TV World Household Forecasts</a>                  | April            | £1300/\$1950/€1625 |
| 9  | <a href="#">Digital TV World Revenue Forecasts</a>                    | May              | £1300/\$1950/€1625 |
| 10 | <a href="#">Digital TV World Databook</a>                             | May              | £800/\$1200/€1000  |
| 11 | <a href="#">Middle East &amp; Africa OTT TV &amp; Video Forecasts</a> | May              | £900/\$1350/€1125  |
| 12 | <a href="#">Asia Pacific OTT TV &amp; Video Forecasts</a>             | June             | £900/\$1350/€1125  |
| 13 | <a href="#">Latin America OTT TV &amp; Video Forecasts</a>            | June             | £900/\$1350/€1125  |
| 14 | <a href="#">North America OTT TV &amp; Video Forecasts</a>            | June             | £500/\$750/€625    |
| 15 | <a href="#">Eastern Europe OTT TV &amp; Video Forecasts</a>           | July             | £900/\$1350/€1125  |
| 16 | <a href="#">Western Europe OTT TV &amp; Video Forecasts</a>           | July             | £900/\$1350/€1125  |
| 17 | <a href="#">Global OTT TV &amp; Video Forecasts</a>                   | July             | £1500/\$2250/€1875 |
| 18 | <b>Asia Pacific Pay TV Operator Forecasts</b>                         | August           | £900/\$1350/€1125  |
| 19 | <b>Middle East &amp; Africa Pay TV Operator Forecasts</b>             | August           | £900/\$1350/€1125  |
| 20 | <b>Latin America Pay TV Operator Forecasts</b>                        | August           | £900/\$1350/€1125  |
| 21 | <b>North America Pay TV Operator Forecasts</b>                        | September        | £500/\$750/€625    |
| 22 | <b>Eastern Europe Pay TV Operator Forecasts</b>                       | September        | £900/\$1350/€1125  |
| 23 | <b>Western Europe Pay TV Operator Forecasts</b>                       | September        | £900/\$1350/€1125  |
| 24 | <b>Global Pay TV Operator Forecasts</b>                               | October          | £1500/\$2250/€1875 |
| 25 | <b>Middle East &amp; Africa SVOD Forecasts</b>                        | October          | £900/\$1350/€1125  |
| 26 | <b>Asia Pacific SVOD Forecasts</b>                                    | October          | £900/\$1350/€1125  |
| 27 | <b>Latin America SVOD Forecasts</b>                                   | November         | £900/\$1350/€1125  |
| 28 | <b>North America SVOD Forecasts</b>                                   | November         | £500/\$750/€625    |
| 29 | <b>Eastern Europe SVOD Forecasts</b>                                  | November         | £900/\$1350/€1125  |
| 30 | <b>Western Europe SVOD Forecasts</b>                                  | December         | £900/\$1350/€1125  |
| 31 | <b>Global SVOD Forecasts</b>  | December         | £1500/\$2250/€1875 |

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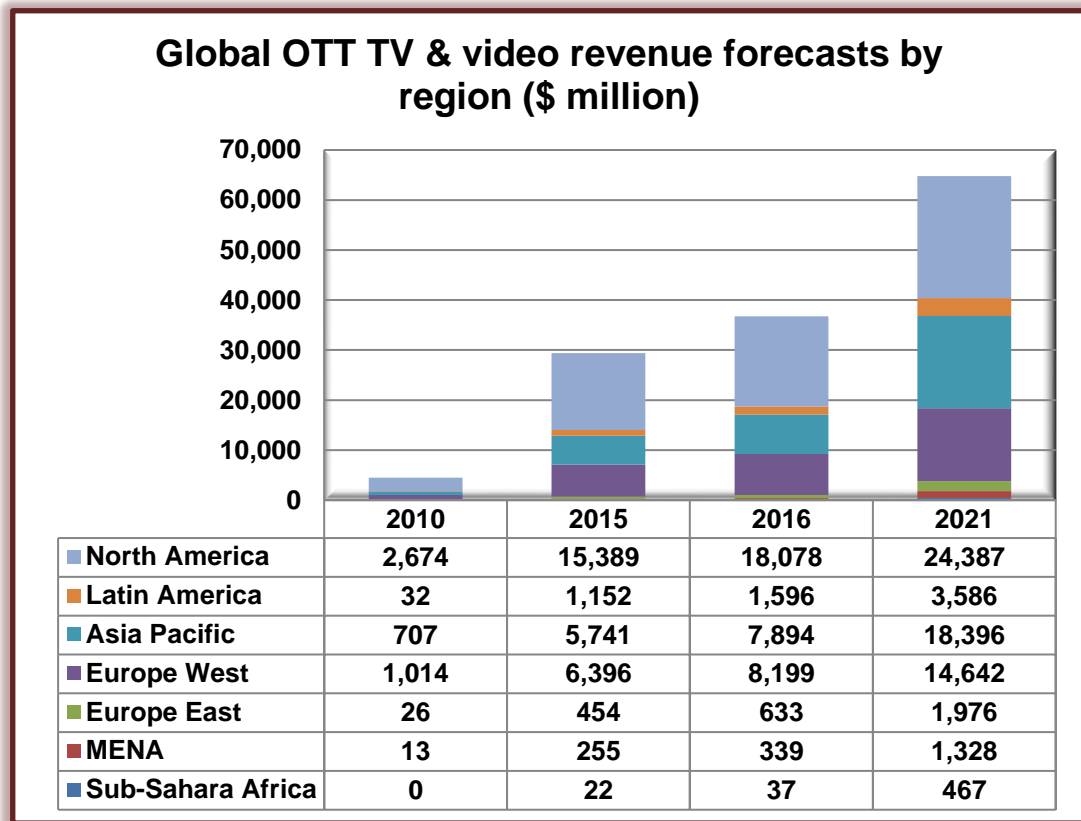
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## OTT TV & video revenues to generate \$65 billion

Global OTT TV and video revenues [for 100 countries – up from 64 in the previous edition] will reach \$64.78 billion in 2021; a massive increase from \$4.47 billion in 2010 and \$29.41 billion in 2015.



*Source: Digital TV Research*

From the \$35.37 billion extra revenues between 2015 and 2021, Asia Pacific will contribute \$12.65 billion, Western Europe \$8.25 billion and North America \$9.00 billion. The [Global OTT TV & Video Forecasts](#) report estimates that Latin American revenues will nearly triple, with even greater growth expected in Eastern Europe and the Middle East & Africa.

The US will remain the dominant territory for online TV and video revenues – which will rise by \$8.24 billion to \$22.82 billion between 2015 and 2021. China will add a further \$6.24 billion, with its total revenues nearly quintupling over the period to give it second place.

SVOD will become the largest revenue source by 2018, but AVOD will regain top position by 2020. SVOD will add \$14.58 billion in revenues between 2015 and 2021, with AVOD up by even more (\$15.37 billion).

Online TV and video advertising has been boosted in recent years by the rapid growth in mobile advertising. Fast growth will continue; reaching a global total of \$26.96 billion in 2021.

SVOD revenues will soar from \$0.89 billion in 2010 to \$11.13 billion in 2015 and onto \$25.71 billion in 2021. This means that SVOD will contribute 40% of total OTT revenues in 2021; double the 20% recorded in 2010.

Digital TV Research forecasts 383 million SVOD subscriptions by 2021, up from 21 million in 2010 and 163 million by end-2015.

Simon Murray, Principal Analyst at Digital TV Research, said: “It is important to note that these figures are for gross subscriptions. A home or a person can pay for more than one SVOD platform. This is reasonably commonplace in some countries such as the US, Scandinavia and the UK.”

He added: “Furthermore, subscription figures for several countries (notably the US, Germany and the UK) are boosted by the inclusion of Amazon Video. Most of these homes access Amazon Video as part of their Amazon Prime subscription so they are not directly paying to receive Amazon Video. A significant proportion of Amazon Video viewers would probably not pay for it as a separate service.”

Murray continued: “Mobile SVOD is growing rapidly in Asia – and will do so in the Middle East and Africa. Mobile broadband is more established than fixed broadband in many developing countries.”

From the 220 million SVOD additions between 2015 and 2021, 107 million will be in the Asia Pacific region and 28 million in the Middle East & Africa. The North American market has still not reached maturity, with 28 million additions expected between 2015 and 2021. Western Europe will bring in an extra 30 million to its total.

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

## Digital TV Research publication schedule for 2015

| Title  | Publication Date | Price              |
|--|------------------|--------------------|
| <a href="#">Asia Pacific Pay TV Operator Forecasts</a>                             | September        | £900/\$1350/€1125  |
| <a href="#">Western Europe Pay TV Operator Forecasts</a>                           | September        | £900/\$1350/€1125  |
| <a href="#">Eastern Europe, Middle East &amp; Africa Pay TV Operator Forecasts</a> | September        | £900/\$1350/€1125  |
| <a href="#">Global Pay TV Operator Forecasts</a>                                   | October          | £1500/\$2250/€1875 |
| <a href="#">Global SVOD Forecasts (including Netflix forecasts by country)</a>     | November         | £1500/\$2250/€1875 |

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