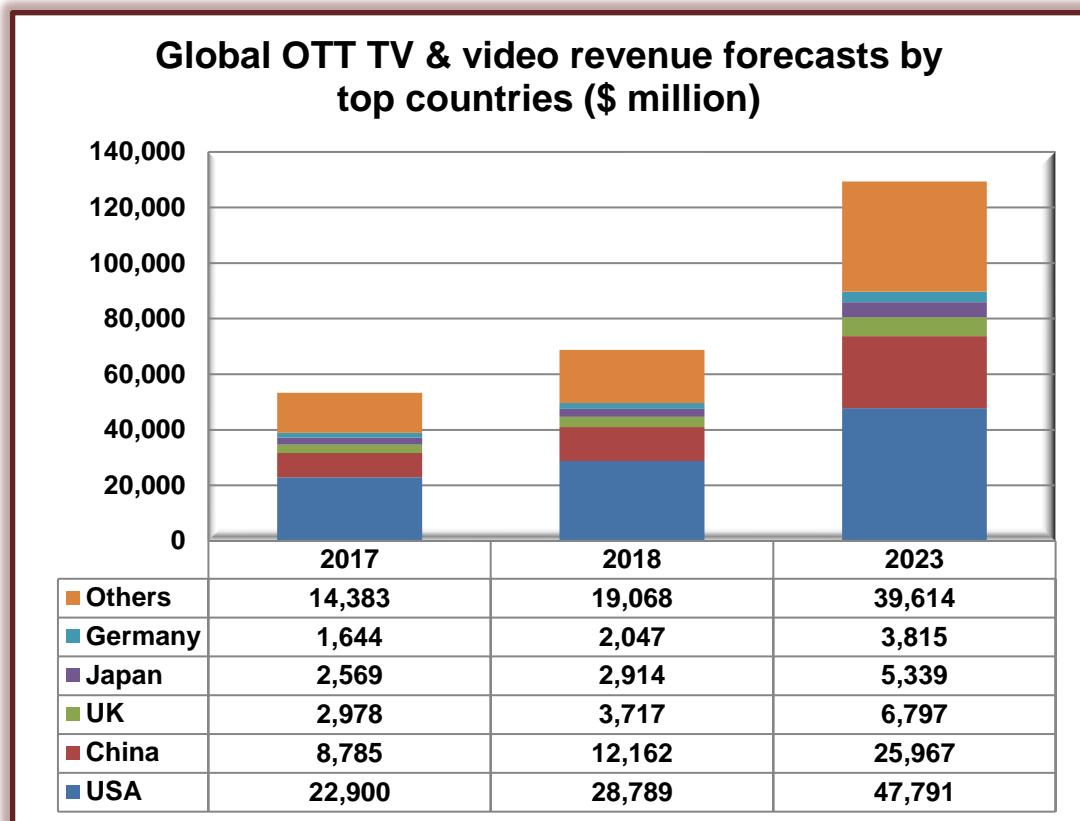


Global OTT revenues to climb to \$129 billion

Global online TV episode and movie revenues will reach \$129 billion in 2023; more than double the \$53 billion recorded in 2017. About \$16 billion will be added in 2018 alone.



Source: Digital TV Research

From the 138 countries covered in [the Global OTT TV & Video Forecasts report](#), the top five will command 69% of worldwide revenues by 2023. This proportion is down from 73% in 2017; revealing that the rest of the world will grow at a faster rate. OTT revenues will exceed \$1 billion in 17 countries by 2023; up from 10 countries in 2017.

Simon Murray, Principal Analyst at Digital TV Research, said: “No prizes for guessing that the US will remain the dominant territory by some distance. However, its share of global revenues will fall from 43% in 2017 to 37% by 2023. We forecast that revenues in the US will more than double between 2017 and 2023 – adding nearly \$25 billion to reach \$48 billion.”

China will also add a staggering sum over the same period - \$17 billion to nearly triple its revenues to \$26 billion. China’s share of the world’s total will climb from 16% in 2017 to 20% in 2023.

SVOD [subscription video on-demand] became the largest OTT revenue source in 2016 by overtaking AVOD. SVOD's share of the total will increase: from 47% in 2017 to 53% in 2023. This means that SVOD revenues will climb by nearly \$44 billion between 2017 and 2023 to take the total to \$69 billion.

Despite losing market share to SVOD, there is still plenty of growth left in the AVOD sector. AVOD revenues will increase by \$27 billion between 2017 and 2023 to take its total to \$47 billion (36% of total revenues).

[Global OTT TV & Video Forecasts](#)

Table of Contents

Published in September 2018, this 288-page PDF and excel report contains comprehensive coverage of the global OTT TV episode & movie sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported/AVOD, TVOD rental and download-to-own/electronic sell-through) for 138 countries, including:

- A 76-page PDF giving a global Executive Summary, comparison tables and rankings. **NEW FOR 2018:** Insight profiles for the top 10 countries (Brazil, Canada, China, Germany, India, Japan, Mexico, South Korea, UK and USA)
- An excel workbook providing forecasts (2010-2023) for each of the 138 countries covered, comparison and ranking tables.

The report costs £1,800/€2,160/\$2,340 for a 1-5 user license.

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

SPECIAL OFFER

Buy our Global OTT TV & Video Forecasts report as well as our [Global SVOD Forecasts](#) report and receive a 20% discount. So you will pay £2,640/€3,168/\$3,432 instead of £3,300/€3,960/\$4,290.

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



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Forecasts (for each year from 2010 to 2023) contain the following detail for 138 countries:

Australia OTT TV & video forecasts														
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Population (000)														
Total households (000)														
TV households (000)														
Fixed broadband hh (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/smartph														
Gross OTT TV & video (000)														
SVOD subscribers (000)														
SVOD homes/TVHH														
SVOD homes/Fixed bband HH														
SVOD homes/Smartphone users														
TV rental transactions (000)														
Movie rental transactions (000)														
Total rental transactions (000)														
TV DTO transactions (000)														
Movie DTO transactions (000)														
Total DTO transactions (000)														
Online advg total (US\$ mil.)														
AVOD (US\$ mil.)														
Online TV rental revs (\$ mil.)														
Online movie rental revs (\$ mil.)														
Online rental revenues (\$ mil.)														
DTO TV revenues (US\$ mil.)														
DTO movie revenues (US\$ mil.)														
DTO video revenues (US\$ mil.)														
SVOD revenues (US\$ mil.)														
OTT TV & video revs (\$ mil.)														

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		



Digital TV Research publication schedule for 2018

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1200/€1440/\$1560
2	Middle East & North Africa Pay TV Forecasts	January	£1200/€1440/\$1560
3	Asia Pacific Pay TV Forecasts	April	£1200/€1440/\$1560
4	Latin America Pay TV Forecasts	March	£1200/€1440/\$1560
5	North America Pay TV Forecasts	March	£500/€600/\$650
6	Eastern Europe Pay TV Forecasts	March	£1200/€1440/\$1560
7	Western Europe Pay TV Forecasts	March	£1200/€1440/\$1560
8	Global Pay TV Subscriber Forecasts	April	£1500/€1800/\$1950
9	Global Pay TV Revenue Forecasts	April	£1500/€1800/\$1950
10	Global Pay TV Operator Forecasts	April	£1500/€1800/\$1950
11	Pay TV Subscriber Prospects	May	£800/€960/\$1040
12	Pay TV Revenue Prospects	May	£800/€960/\$1040
13	vMVPD and D2C TV Forecasts	May	£900/€1,080/\$1170
14	Netflix Forecasts	May	£700/€840/\$910
15	Sub-Saharan Africa OTT TV & Video Forecasts	June	£1000/€1200/\$1300
16	Middle East & North Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
17	Asia Pacific OTT TV & Video Forecasts	July	£1000/€1200/\$1300
18	Latin America OTT TV & Video Forecasts	August	£1000/€1200/\$1300
19	North America OTT TV & Video Forecasts	August	£500/€600/\$650
20	Eastern Europe OTT TV & Video Forecasts	August	£1000/€1200/\$1300
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23	Global SVOD Forecasts	October	£1500/€1800/\$1950
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