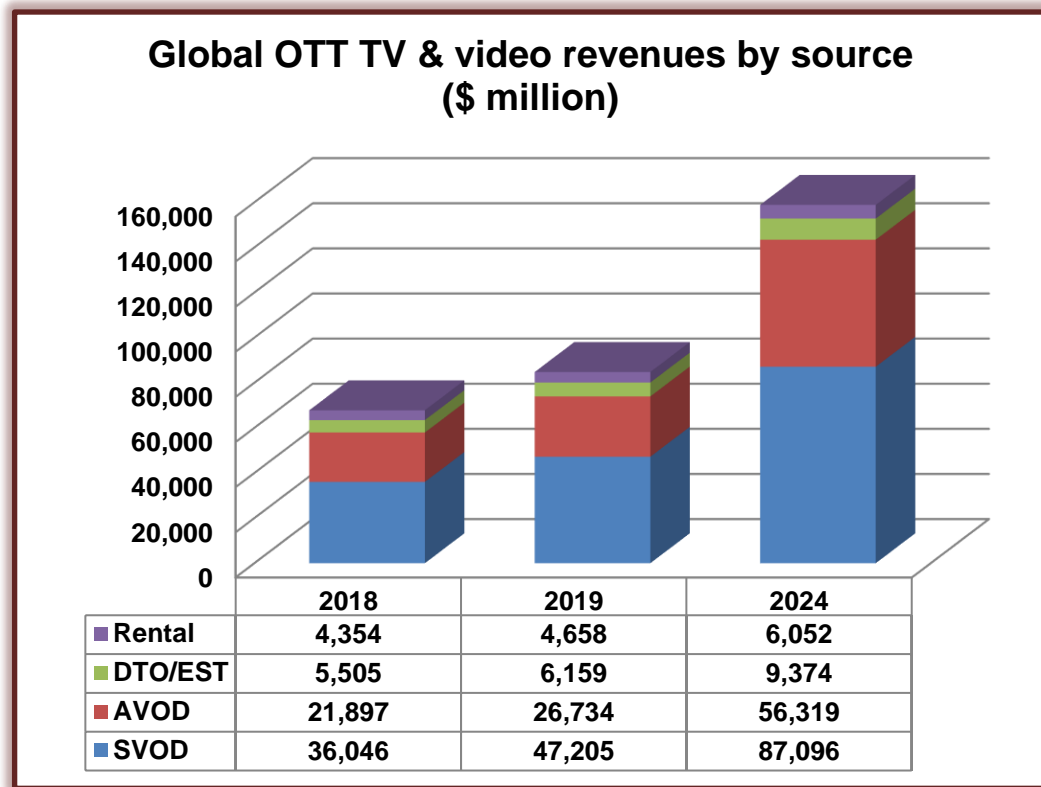


OTT revenues to more than double

[Global online TV episode and movie revenues](#) will reach \$159 billion in 2024; more than double the \$68 billion recorded in 2018. About \$17 billion will be added in 2019 alone.



Source: Digital TV Research

SVOD became the largest OTT revenue source in 2014 by overtaking AVOD. SVOD revenues will climb by \$51 billion between 2018 and 2024 to \$87 billion.

Simon Murray, Principal Analyst at Digital TV Research, said: “Despite losing market share to SVOD, there is still plenty of AVOD growth left. AVOD revenues will increase by \$34 billion between 2018 and 2024 to take its total to \$56 billion. Several high profile AVOD-funded platforms are due to start operations soon.”

From the 138 countries covered in the report, the top five will command 68% of the global revenues by 2024. This proportion is down from 71% in 2018; revealing that the rest of the world will grow at a faster rate. OTT revenues will exceed \$1 billion in 18 countries by 2024; up from 10 countries in 2018.

The US will remain the dominant territory by some distance, with its share of global revenues staying just under 40%. Digital TV Research forecasts that revenues in the US will more than double between 2018 and 2024 – adding nearly \$34 billion to reach \$61 billion. China will add \$15 billion over the same period to reach to \$27 billion. The US and China will control 56% of the global total by 2024.

[Global OTT TV & Video Forecasts](#)

Table of Contents

Published in June 2019, this 294-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:

- An 82-page PDF giving a global Executive Summary, comparison tables and rankings. Insight profiles for the top 10 countries (Brazil, Canada, China, France, Germany, India, Japan, Mexico, UK and USA)
- An excel workbook providing forecasts (2010-2024) 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 25% discount. So you will pay £2,475/€2,970/\$3,217 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 2024) 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	2024
Population (000)															
Total households (000)															
TV households (000)															
Fixed broadband hh (000)															
Smartphone subs (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/Smartph users															
TV rental transactions (000)															
Movie rental trans (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 revs (US\$ mil.)															
DTO video revs (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		
2019		
<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 Subscriber Forecasts</u>	<i>April</i>	£1500/€1800/\$1950
<u>Global Pay TV Operator Forecasts</u>	<i>April</i>	£1500/€1800/\$1950

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