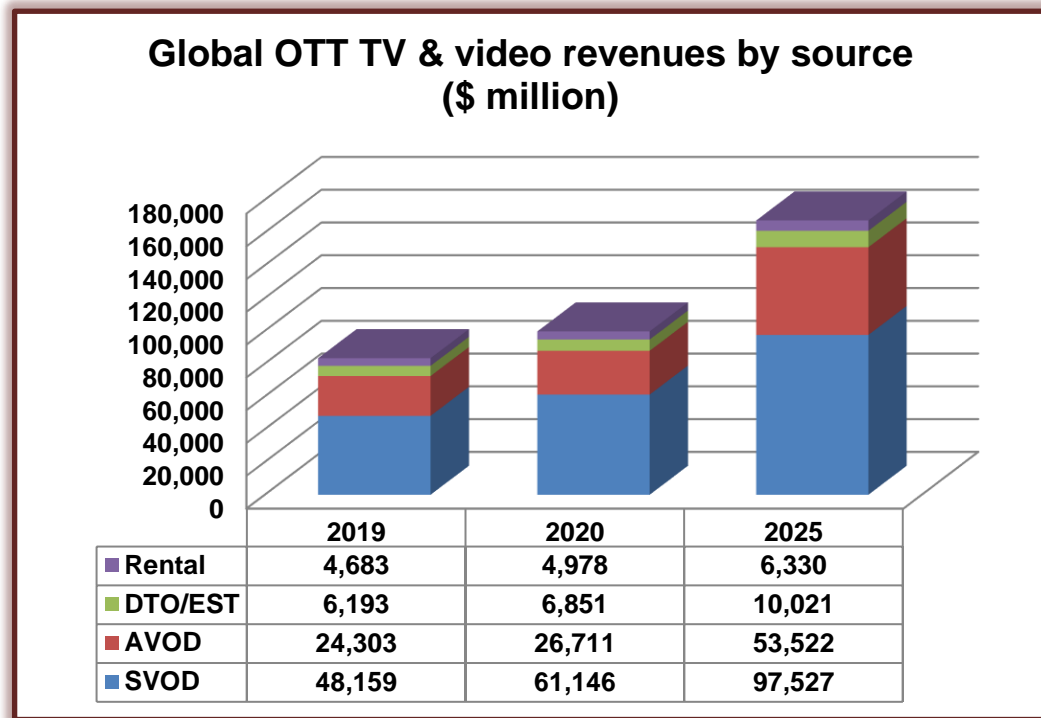


OTT revenues to reach \$167 billion

Global online TV episode and movie revenues will reach \$167 billion in 2025; double the \$83 billion recorded in 2019. About \$16 billion will be added in 2020.



Source: Digital TV Research

SVOD's share of OTT revenues will stay at around 58%. This means that SVOD revenues will climb by \$50 billion between 2019 and 2025 to total \$98 billion.

Simon Murray, Principal Analyst at Digital TV Research, said: "Taking account of the corona virus impact, we have overhauled our forecasts for 138 countries. SVOD has boomed during the lockdown – and thanks to the rollout of Disney+. However, advertising confidence has been hit. We expect lower growth for AVOD in 2020 – but recovery thereafter."

From the 138 countries, the top five will command two-thirds of global revenues by 2025. This proportion is down from 72% in 2019; revealing that the rest of the world will grow at a faster rate. OTT revenues will exceed \$1 billion in 19 countries by 2025; up from 13 countries in 2019.

Revenues in the US will nearly double between 2019 and 2025 – adding nearly \$33 billion to reach \$68 billion. China will add \$6 billion over the same period to reach to \$19 billion. China has been hit hard by the global economic slowdown. AVOD will fall in China in 2019 and 2020 but will recover from 2021.

[Global OTT TV & Video Forecasts](#)

Table of Contents

Published in May 2020, this 280-page PDF and excel report contains comprehensive coverage of the global OTT TV episode & movie sector (subscribers/homes, transactions and revenues. We have revised our forecasts for all 138 countries covered to account for the effects of the Covid 19 pandemic. 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. Insight profiles for the top 10 countries (Brazil, Canada, China, France, Germany, India, Japan, South Korea, UK and USA)
- An excel workbook providing forecasts (2010-2025) for each of the 138 countries covered, comparison and ranking tables.

The report costs £1,800/€1,980/\$2,160 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 £2,550/€2,805/\$3,060 instead of £3,400/€3,740/\$4,080.

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



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Forecasts (for each year from 2010 to 2025) 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	2025
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/Pop																
Tablet subs/Population																
OTT TV & video fixed broadband hholds (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 HH/Fixed bband HH																
SVOD HH/Smartph users																
TV rental transactions (000)																
Movie rental trans (000)																
Total rental trans (000)																
TV DTO transactions (000)																
Movie DTO trans (000)																
Total DTO trans (000)																
Online advg total (US\$ mil.)																
AVOD (US\$ mil.)																
Online TV rent revs (\$ mil.)																
Online movie rent rev (\$ mil.)																
Online rental revs (\$ mil.)																
DTO TV revs (US\$ mil.)																
DTO movie revs (US\$ mil.)																
DTO video revs (US\$ mil.)																
SVOD revenues (US\$ mil.)																
OTT 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

Title	Publication	Price
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<u>Global OTT TV & Video Forecasts</u>	May	£1800/€1980/\$2160
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<u>Western Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
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<u>Eastern Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
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<u>Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa Pay TV Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
2019		
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<u>Global Pay TV Revenue Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Operator Forecasts</u>	June	£1500/€1800/\$1950
<u>Global AVOD Forecasts</u>	June	£750/€900/\$975

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