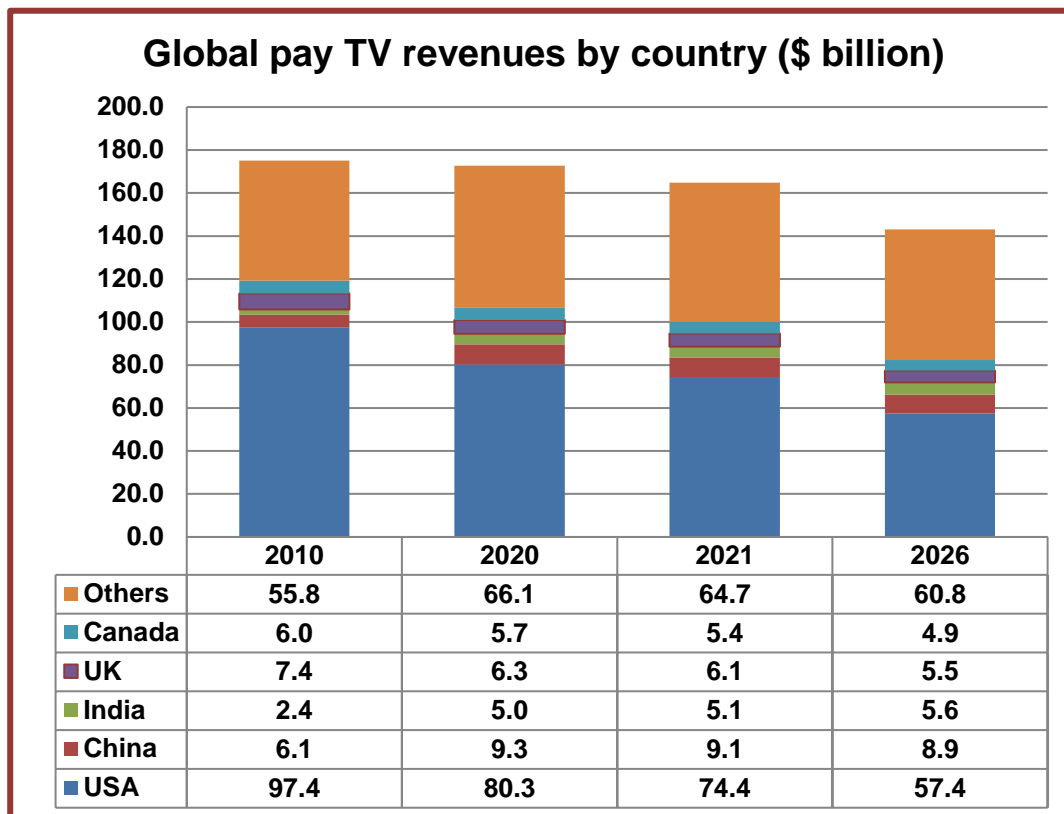


## Pay TV revenues to drop by \$30 billion

Global pay TV revenues for 138 countries peaked in 2016 at \$201 billion. Revenues will fall to \$143 billion in 2026 from \$173 billion in 2020 - despite the number of pay TV subscribers rising by 15 million.



US pay TV revenues peaked at \$104 billion in 2015. Its total will drop from \$80 billion in 2020 to \$57 billion in 2026. The US will account for 40% of global revenues by 2026, down from 52% in 2015.

Simon Murray, Principal Analyst at Digital TV Research, said: “Revenues will decline in 77 of the 138 countries covered between 2020 and 2026. The US will provide the most dramatic fall – by \$23 billion.”

Global satellite TV revenues will drop by \$16 billion, with digital cable down by \$12 billion. Analog cable will lose a further \$2 billion. IPTV won't lose too much.

# Global Pay TV Revenue Forecasts

## Table of Contents

Published in May 2021, the [Global Pay TV Revenue Forecasts](#) report covers 234 pages in two parts:

- A 63-page PDF giving a global Executive Summary, comparison tables and rankings. Profiles for the top 10 countries (Brazil, Canada, China, France, Germany, India, Japan, Mexico, UK and USA)
- An excel workbook providing forecasts (2010-2026) for each of the 138 countries covered, comparison and ranking tables; covering pay TV revenues [subscriptions and on-demand revenues for movies and TV episodes].

The report costs £1,600/€1,760/\$1,920 for a 1-5 user license.

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

### **SPECIAL OFFER: Three reports for the price of two**

*Get our three Global Pay TV Forecasts reports for the price of two. The three reports covered in this deal are:*

- [Global Pay TV Revenue Forecasts](#)
- [Global Pay TV Subscriber Forecasts](#)
- [Global Pay TV Operator Forecasts](#)

*Please email [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com) to receive more details.*



## *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		



## SAMPLE: Australia pay TV revenue forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Pay TV subscribers (000)																	
Revenues (US\$ million)																	
<i>Stand-alone digital cable revs</i>																	
<i>Dual-play digital cable TV revs</i>																	
<i>Triple-play digital cable TV revs</i>																	
Digital cable TV subs revenues																	
Digital cable TV on-demand revs																	
Digital cable TV revenues																	
Analog cable TV subs revs																	
Cable TV revenues																	
<i>Stand-alone IPTV revenues</i>																	
<i>Dual-play IPTV revenues</i>																	
<i>Triple-play IPTV revenues</i>																	
IPTV subscription revenues																	
IPTV on-demand revenues																	
IPTV revenues																	
Satellite TV subscription revs																	
Satellite TV on-demand revs																	
Satellite TV revenues																	
DTT subscription revs																	
DTT on-demand revenues																	
DTT revenues																	
Subscription revenues																	
On-demand revenues																	
Total revenues																	
Average Revenue Per User (ARPU - US\$)																	
<i>Stand-alone digital cable subs</i>																	
<i>Dual-play digital cable TV subs</i>																	
<i>Triple-play digital cable TV subs</i>																	
Ave digital cable (subs & VOD)																	
Analog cable TV subs																	
<i>Stand-alone IPTV subs</i>																	
<i>Dual-play IPTV subs</i>																	
<i>Triple-play IPTV subs</i>																	
Average IPTV (subs and VOD)																	
Pay Satellite TV (subs)																	
Pay Satellite TV (subs and PPV)																	
Pay DTT (subs)																	
Pay DTT (subs and PPV)																	
Average monthly ARPU																	



## Digital TV Research publication schedule for 2021

	<b>Title</b>	<b>Publication</b>	<b>Price</b>
1	<a href="#">Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
2	<a href="#">Africa OTT TV and Video Forecasts</a>	January	£1200/€1320/\$1440
3	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
4	<a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1200/€1320/\$1440
5	<a href="#">SVOD Platform Forecasts Update</a>	February	£800/€880/\$960
6	<a href="#">North America Pay TV Forecasts</a>	February	£600/€660/\$720
7	<a href="#">North America OTT TV and Video Forecasts</a>	February	£600/€660/\$720
8	<a href="#">Latin America Pay TV Forecasts</a>	March	£1200/€1320/\$1440
9	<a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
10	<a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1200/€1320/\$1440
11	<a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
12	<a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
13	<a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
14	<a href="#">Western Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
15	<a href="#">Western Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
16	<a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£1800/€1980/\$2160
17	<a href="#">Global SVOD Forecasts</a>	May	£1600/€1760/\$1920
18	<a href="#">Global Pay TV Subscriber Forecasts</a>	May	£1600/€1760/\$1920
19	<a href="#">Global Pay TV Revenue Forecasts</a>	May	£1600/€1760/\$1920
20	<a href="#">Global Pay TV Operator Forecasts</a>	June	£1600/€1760/\$1920
21	<a href="#">Global AVOD Forecasts</a>	June	£1600/€1760/\$1920
22	<a href="#">Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
23	<a href="#">Middle East &amp; North Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
24	<a href="#">Asia Pacific SVOD Forecasts</a>	August	£1000/€1200/\$1300
25	<a href="#">Latin America SVOD Forecasts</a>	September	£1000/€1200/\$1300
26	<a href="#">North America SVOD Forecasts</a>	September	£500/€600/\$650
27	<a href="#">Eastern Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
28	<a href="#">Western Europe SVOD Forecasts</a>	October	£1000/€1200/\$1300
29	<a href="#">SVOD Forecasts Update</a>	October	£1600/€1760/\$1920
30	<a href="#">Pay TV Forecasts Update</a>	November	£1600/€1760/\$1920
31	<a href="#">SVOD Platform Forecasts Update</a>	December	£800/€880/\$960

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