

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.

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SPECIAL OFFER: Three reports for the price of two

Get our three Global Pay TV Forecasts reports for the price of two – so you pay £3,200/€3,520/\$3,840 instead of £4,800/€5,280/\$5,760. The three reports covered in this deal are:

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

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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

| Title | Publication | Price |
|---|-------------|--------------------|
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| 3 Middle East & North Africa Pay TV Forecasts | January | £1200/€1320/\$1440 |
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| 9 Latin America OTT TV and Video Forecasts | March | £1200/€1320/\$1440 |
| 10 Asia Pacific Pay TV Forecasts | March | £1200/€1320/\$1440 |
| 11 Asia Pacific OTT TV and Video Forecasts | March | £1200/€1320/\$1440 |
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| 13 Eastern Europe OTT TV and Video Forecasts | April | £1200/€1320/\$1440 |
| 14 Western Europe Pay TV Forecasts | April | £1200/€1320/\$1440 |
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| 24 Asia Pacific SVOD Forecasts | August | £1000/€1200/\$1300 |
| 25 Latin America SVOD Forecasts | September | £1000/€1200/\$1300 |
| 26 North America SVOD Forecasts | September | £500/€600/\$650 |
| 27 Eastern Europe SVOD Forecasts | September | £1000/€1200/\$1300 |
| 28 Western Europe SVOD Forecasts | October | £1000/€1200/\$1300 |
| 29 SVOD Forecasts Update | October | £1600/€1760/\$1920 |
| 30 Pay TV Forecasts Update | November | £1600/€1760/\$1920 |
| 31 SVOD Platform Forecasts Update | December | £800/€880/\$960 |

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