

# Global Pay TV Subscriber Forecasts

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Published in May 2017, the [Global Pay TV Subscriber Forecasts](#) report (formerly called Digital TV World Household Forecasts) covers 252 pages in two parts:

- A PDF giving a global Executive Summary, comparison tables and rankings.
- An excel workbook providing forecasts (2010-2022) 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](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 – so you pay £3,600/€4,320/\$4,680 instead of £5,400/€6,480/\$7,020. 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: Vietnam pay TV subscriber forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total households (000)													
TV households (000)													
Digital cable subs (000)													
Analog cable subs (000)													
Pay IPTV subscribers (000)													
Pay digital Satellite TV subscribers (000)													
Digital free Satellite TV households (000)													
Analog Satellite TV Households (000)													
Analog terrestrial households (000)													
Primary FTA DTT households (000)													
Primary Pay DTT households (000)													
Digital homes (000)													
Analog homes (000)													
Pay TV subscribers (000)													
Total DTT households (000)													
Digital cable subs/TV HH													
Analog cable subs/TV HH													
Pay IPTV subs/TV HH													
Pay Satellite TV/TV HH													
Digital free Satellite TV/TV HH													
Analog Satellite TV/TV HH													
Analog terrestrial/TVHH													
Primary FTA DTT/TV HH													
Primary pay DTT/TV HH													
TVHH/Total HH													
Digital/TV HH													
Analog/TV HH													
Pay TV Subs/TV HH													
Total DTT/TV HH													



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10 <a href="#">Global Pay TV Operator Forecasts</a>	May	£1800/€2160/\$2340
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24 <b>Global SVOD Forecasts</b>	December	£1800/€2160/\$2340
25 <b>Global OTT TV &amp; Video Databook</b>	December	£900/€1080/\$1170
26 <b>Global SVOD Databook</b>	December	£900/€1080/\$1170

Please note that the regional Pay TV reports (1-7 above) contain the content from last year's Digital TV series and the Pay TV Operator series – so two reports in one for 2017. Likewise, the regional OTT reports (15-21 above) contain the content from 2016's OTT series as well as the content from 2016's SVOD series.

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<a href="#">North America SVOD Forecasts</a>	November	£500/\$750/€625
<a href="#">Eastern Europe SVOD Forecasts</a>	November	£900/\$1350/€1125
<a href="#">Western Europe SVOD Forecasts</a>	December	£900/\$1350/€1125
<a href="#">Global SVOD Forecasts</a>	December	£1500/\$2250/€1875

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