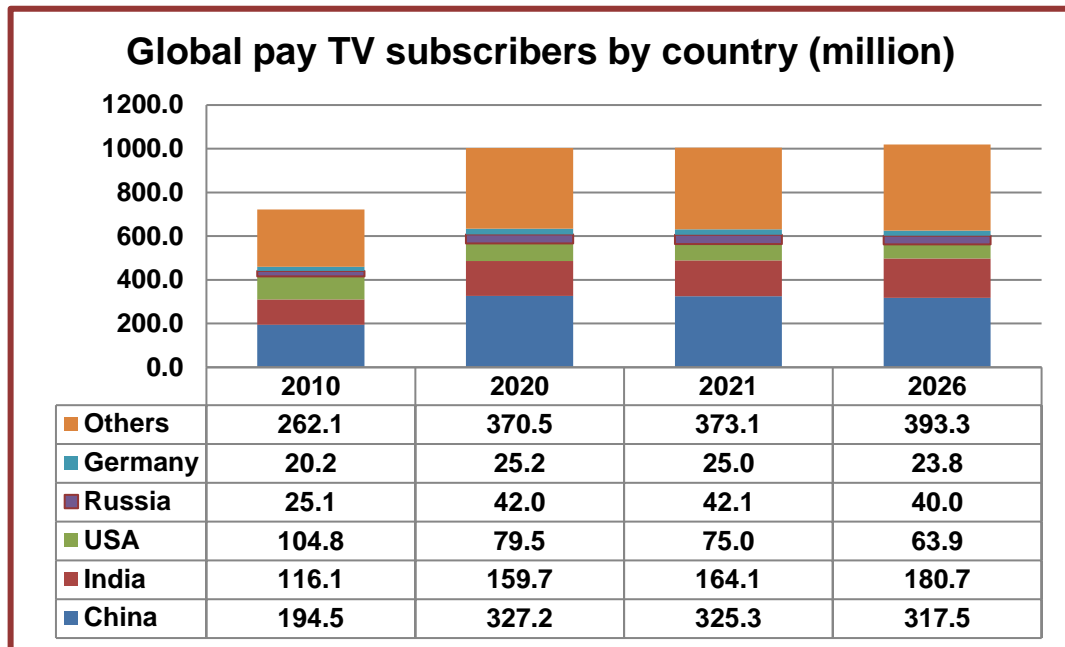


Global pay TV to add 15 million subscribers

Digital TV Research forecasts 15 million more pay TV subscribers between 2020 and 2026 to take the global total to 1.02 billion. Between 2020 and 2026, 92 countries will add pay TV subscribers and 46 countries will lose subscribers.



Simon Murray, Principal Analyst at Digital TV Research, said: “China and India together will continue to provide just under half the world’s pay TV subscribers. China will lose 10 million subscribers between 2020 and 2026 as OTT platforms are more appealing than traditional pay TV. However, India will add 21 million pay TV subscribers. The US will be the biggest loser – down by 16 million subscribers.”

IPTV will add 63 million subscribers between 2020 and 2026 to take its total to 378 million. There will be 412 million cable TV subs (both analog and digital) by 2026, 46 million lower than the 458 million recorded in 2020. Satellite TV will lose 8 million subscribers to total 203 million. Pay DTT will grow by 6 million subs to reach 25 million. Many of the pay DTT subscribers will be in Africa.

[Global Pay TV Subscriber Forecasts](#)

Table of Contents

Published in May 2021, the [Global Pay TV Subscriber Forecasts](#) report covers 252 pages in two parts:

- A 63-page PDF giving a global Executive Summary, comparison tables and rankings. Profiles for the top 10 countries (Brazil, China, France, Germany, India, Japan, Mexico, Russia, UK and USA)
- An excel workbook providing forecasts (2010-2026) for each of the 138 countries covered, comparison and ranking tables.

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

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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 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: Vietnam pay TV subscriber forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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																	



Digital TV Research publication schedule for 2021

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	SVOD Platform Forecasts Update	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	February	£600/€660/\$720
8	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
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
12	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17	Global SVOD Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20	Global Pay TV Operator Forecasts	June	£1600/€1760/\$1920
21	Global AVOD Forecasts	June	£1600/€1760/\$1920
22	Africa SVOD Forecasts	August	£1000/€1200/\$1300
23	Middle East & North Africa SVOD Forecasts	August	£1000/€1200/\$1300
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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