

Global SVOD Forecasts

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Published in December 2016, this 200-page PDF and excel report contains comprehensive coverage of the SVOD sector (TV episodes and movies) for 100 countries. The report comprises:

- Executive Summary.
- Major SVOD players, including subscriber estimates by country (2010 to 2021) for the major platforms.
- Country-by-country forecasts from 2010 to 2021

100 countries and 331 platforms covered:

Country	No of ops	Operators
Algeria	3	Netflix; Icflix; Starz Play
Angola	2	Netflix; Iroko
Argentina	6	Netflix; Blim; Claro Video; Telefonica On Video; Arnet Play; HBO
Australia	5	Netflix; Stan; Presto; Foxtel Play; Amazon Prime
Austria	5	Netflix, Amazon, Sky, Maxdome, Myprime
Bahrain	3	Netflix; Icflix; Starz Play
Belarus	1	Netflix
Belgium	4	Netflix; Amazon; Videoland; Yelo
Bolivia	2	Netflix; Blim
Bosnia	2	Netflix; Pickbox
Brazil	5	Netflix; Globo Play; Claro Video; Sky; HBO
Bulgaria	2	Netflix; Voyo
Canada	3	Netflix; Amazon; CraveTV
Chile	5	Netflix; Blim; Claro Video; Movistar Play; HBO
China	4	Youku Tudou; TMall Box Office; Iqiyi; QQ Tencent Video
Colombia	5	Netflix; Blim; Claro Video; Movistar Play; HBO
Costa Rica	4	Netflix; Blim; Claro Video; Movistar Play
Cote d'Ivoire	2	Netflix; Iroko
Croatia	3	Netflix; Oyo; Pickbox
Cyprus	1	Netflix
Czech Rep	3	Netflix; Voyo; Myprime

Country	No of ops	Operators
Denmark	4	Netflix; Amazon; HBO; Viaplay
Ecuador	4	Netflix; Blim; Claro Video; Movistar Play
Egypt	3	Netflix; Icflix; Starz Play
El Salvador	4	Netflix; Blim; Claro Video; Movistar Play
Estonia	2	Netflix; Viaplay
Finland	4	Netflix; Amazon; HBO; Viaplay
France	3	Netflix; Amazon; Canal Play
Georgia	1	Netflix
Germany	5	Netflix, Amazon, Sky, Maxdome, Myprime
Ghana	2	Netflix; Iroko
Greece	1	Netflix
Guatemala	4	Netflix; Blim; Claro Video; Movistar Play
Honduras	3	Netflix; Blim; Claro Video
Hong Kong	4	Netflix; GOTV; MyTV Super; Viu
Hungary	2	Netflix; Myprime
Iceland	1	Netflix
India	9	Netflix; Amazon Prime; Ditto; Hotstar; Bigflix; Eros Now; HOOQ; Spuul; Viu
Indonesia	6	Netflix; Iflix; HOOQ; Tribe; Catchplay; Viu
Ireland	2	Netflix; Amazon
Israel	3	Netflix; Cellcom TV; Zive
Italy	5	Netflix; Amazon; Sky; TIMVision; Mediaset Infinity
Japan	8	Netflix; Amazon; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass; UULA
Jordan	3	Netflix; Icflix; Starz Play
Kenya	3	Netflix; Iroko; Showmax
Kuwait	3	Netflix; Icflix; Starz Play
Latvia	2	Netflix; Viaplay
Lebanon	3	Netflix; Icflix; Starz Play
Lithuania	2	Netflix; Viaplay
Luxembourg	2	Netflix; Amazon
Malawi	3	Netflix; Iroko; Showmax
Malaysia	7	Netflix; Iflix; Astro OD Plus; Tonton Premiere; Viu; HOOQ Catchplay
Mexico	4	Netflix; Blim; Claro Video; HBO
Morocco	3	Netflix; Icflix; Starz Play
Namibia	3	Netflix; Iroko; Showmax
Nepal	1	Netflix
Netherlands	4	Netflix; Amazon; Videoland; Myprime
New Zealand	3	Netflix; Lightbox; Neon
Nicaragua	4	Netflix; Blim; Claro Video; Movistar Play
Nigeria	2	Netflix; Iroko
Norway	4	Netflix; Amazon; HBO; Viaplay



Country	No of ops	Operators
Oman	3	Netflix; Icflix; Starz Play
Pakistan	3	Netflix; Icflix; Iflix
Panama	4	Netflix; Blim; Claro Video; Movistar Play
Paraguay	3	Netflix; Blim; Claro Video
Peru	3	Netflix; Blim; Claro Video
Philippines	3	Netflix; Iflix; HOOQ
Poland	4	Netflix; Ipla; Myprime; Amazon
Portugal	3	Netflix; N Play; Videoclube
Puerto Rico	2	Netflix; HBO
Qatar	3	Netflix; Icflix; Starz Play
Romania	3	Netflix; Voyo; Myprime
Russia	4	Netflix; Ivi; Megogo; Okko
Rwanda	3	Netflix; Iroko; Showmax
Saudi Arabia	3	Netflix; Icflix; Starz Play
Senegal	3	Netflix; Iroko; Showmax
S Africa	3	Netflix; Iroko; Showmax
S Korea	3	Netflix; Tving; Amazon Prime
Serbia	2	Netflix; Pickbox
Singapore	5	Netflix; Iflix; HOOQ; Viu; Catchplay
Slovakia	3	Netflix; Voyo; Myprime
Slovenia	3	Netflix; Voyo; Pickbox
Spain	3	Netflix; Amazon; HBO
Sri Lanka	2	Netflix; Iflix
Sweden	4	Netflix; Amazon; HBO; Viaplay
Switzerland	4	Netflix; Amazon; Myprime; Teleclub Play
Taiwan	2	Netflix; Catchplay
Tanzania	3	Netflix; Iroko; Showmax
Thailand	3	Netflix; Iflix; HOOQ
Tunisia	3	Netflix; Icflix; Starz Play
Turkey	3	Netflix; Tivibu Go; Turkcell
UAE	3	Netflix; Icflix; Starz Play
Uganda	3	Netflix; Iroko; Showmax
UK	3	Netflix; Amazon; Now TV
Ukraine	2	Netflix; Megogo
Uruguay	5	Netflix; Blim; Claro Video; Movistar Play; HBO
USA	8	Netflix; Amazon; Hulu; HBO Now; Showtime; Starz Play; Sling TV; DirecTV Now
Venezuela	2	Netflix; Blim
Vietnam	3	Netflix; Iflix; HOOQ
Zambia	3	Netflix; Iroko; Showmax

Forecasts (for each year from 2010 to 2021) contain this detail for 100 countries:

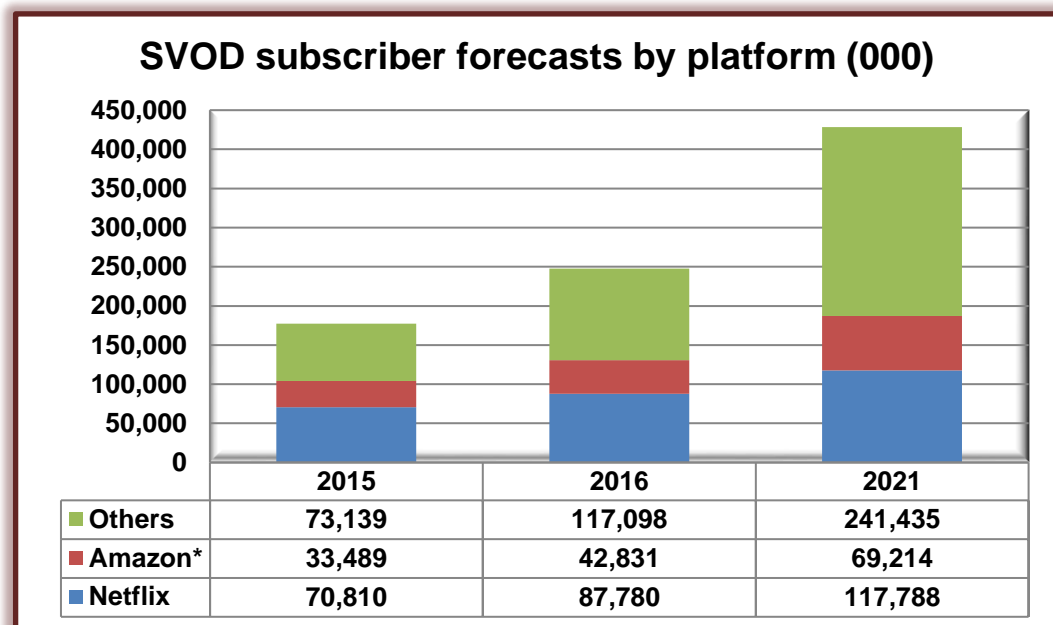
Philippines SVOD forecasts												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Population (000)												
Total households (000)												
TV households (000)												
Fixed broadband hholds (000)												
Smartphone subscribers (000)												
Tablet subscribers (000)												
TV HH/Total HH												
Fixed broadband HH/Total HH												
Smartphone subs/Population												
Tablet subs/Population												
SVOD total subscribers (000)												
SVOD homes/TVHH												
SVOD homes/Fixed bband HH												
SVOD homes/smartphone subs												
SVOD subscribers by operator (000)												
Netflix												
Iflix												
HOOQ												
Others												
Share of SVOD subscribers by operator (%)												
Netflix												
Iflix												
HOOQ												
Others												
SVOD revenues (US\$ mil.)												
SVOD revenues by operator (US\$ mil.)												
Netflix												
Iflix												
HOOQ												
Others												
Share of SVOD revenues by operator (%)												
Netflix												
Iflix												
HOOQ												
Others												
SVOD ARPU by operator (\$)												
Netflix												
Iflix												
HOOQ												
Source: Digital TV Research												

Global SVOD homes to reach 428 million by 2021

The number of SVOD [subscription video on demand] homes is forecast to reach 428 million across 200 countries by 2021, up from 177 million in 2015 and an expected 248 million by end-2016. The total will grow by 70 million in 2016 alone, according to [the Global SVOD Forecasts report](#).

Simon Murray, Principal Analyst at Digital TV Research, said: “North America supplies most of these subscribers at present, but Asia Pacific will become the top region by 2019. This comes despite Netflix being unlikely to secure direct access in China and only making a limited impact in other major population centers such as India and Indonesia. There are some large SVOD platforms in Asia Pacific that have been active for some time, especially via mobile phones.”

The US (127 million subscribers by 2021) will remain the SVOD market leader by some distance, although China (74 million in 2021 – up by 34 million on 2016) will record strong growth to close the gap.



Source: Digital TV Research

The report forecasts that Netflix will have almost 118 million paying subs by 2021 – or 27.5% of the global total. Although the number of international subscribers will overtake its US ones in 2018, the US will still contribute 44% of its subs by 2021.

Subscription revenues for Netflix will double from \$6.37 billion in 2015 to \$13.14 billion in 2021. Despite growth elsewhere, North America will still contribute 52% of its total in 2021.

Murray continued: “We estimate that Netflix has distribution partnerships with 79 pay TV, telco or mobile operators across 44 countries. These partnerships include multinational deals with Liberty Global, Millicom/Tigo and Telia.”

Global SVOD revenues will reach \$32.18 billion in 2021; 18 times the \$1.74 billion recorded in 2010 and up by \$20 billion on the \$12.20 billion recorded in 2015. Revenues will grow by \$5 billion in 2016 alone to take the total to \$17.46 billion.

For more information [on the Global SVOD Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

** Amazon does not directly charge Prime subscribers to receive video content. However, Digital TV Research believes that Amazon is too big to ignore in the SVOD environment. Therefore, Digital TV Research has assumed that 60% of Prime subscribers watch video, so half the Prime subscription fee for these subs has been allocated to video. We have conducted forecasts for Amazon in 22 countries, although it could well launch in more countries.*

Digital TV Research publication schedule for 2016

	Title	Publication Date	Price
1	Digital TV Sub-Saharan Africa Forecasts	January	£900/\$1350/€1125
2	Digital TV Middle East & North Africa Forecasts	January	£900/\$1350/€1125
3	Digital TV Asia Pacific Forecasts	March	£900/\$1350/€1125
4	Digital TV Latin America Forecasts	March	£900/\$1350/€1125
5	Digital TV North America Forecasts	March	£500/\$750/€625
6	Digital TV Eastern Europe Forecasts	April	£900/\$1350/€1125
7	Digital TV Western Europe Forecasts	April	£900/\$1350/€1125
8	Digital TV World Household Forecasts	April	£1300/\$1950/€1625
9	Digital TV World Revenue Forecasts	May	£1300/\$1950/€1625
10	Digital TV World Databook	May	£800/\$1200/€1000
11	Middle East & Africa OTT TV & Video Forecasts	May	£900/\$1350/€1125
12	Asia Pacific OTT TV & Video Forecasts	June	£900/\$1350/€1125
13	Latin America OTT TV & Video Forecasts	June	£900/\$1350/€1125
14	North America OTT TV & Video Forecasts	June	£500/\$750/€625
15	Eastern Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
16	Western Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
17	Global OTT TV & Video Forecasts	July	£1500/\$2250/€1875
18	Asia Pacific Pay TV Operator Forecasts	August	£900/\$1350/€1125
19	Middle East & Africa Pay TV Operator Forecasts	August	£900/\$1350/€1125
20	Latin America Pay TV Operator Forecasts	August	£900/\$1350/€1125
21	North America Pay TV Operator Forecasts	September	£500/\$750/€625
22	Eastern Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
23	Western Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
24	Global Pay TV Operator Forecasts	October	£1500/\$2250/€1875
25	Middle East & Africa SVOD Forecasts	October	£900/\$1350/€1125
26	Asia Pacific SVOD Forecasts	October	£900/\$1350/€1125
27	Latin America SVOD Forecasts	November	£900/\$1350/€1125
28	North America SVOD Forecasts	November	£500/\$750/€625
29	Eastern Europe SVOD Forecasts	November	£900/\$1350/€1125
30	Western Europe SVOD Forecasts	December	£900/\$1350/€1125
31	Global SVOD Forecasts	December	£1500/\$2250/€1875

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