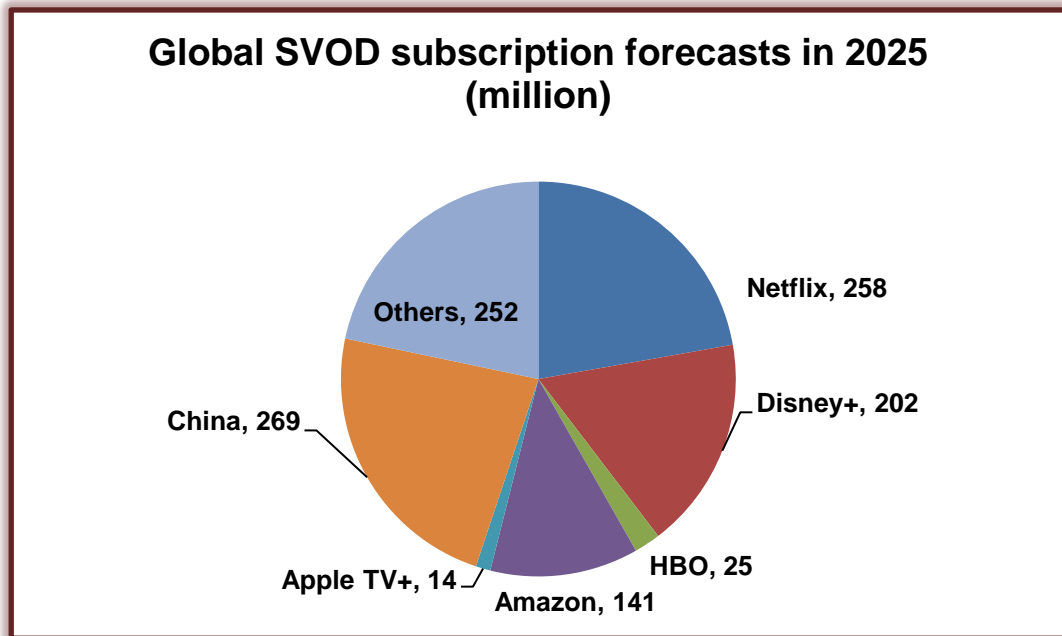


Disney+ and Netflix to amass 460 million subs

Global SVOD subscriptions will increase by 519 million between 2019 and 2025 to 1,161 million – or up by 81%. The total will climb by 170 million in 2020 alone.



Source: Digital TV Research

Five global platforms will have 640 million paying SVOD subscribers by 2025. Disney+ will be the biggest winner by adding 176 million subscribers between 2019 and 2025 to take its total to 202 million. Netflix will add 91 million subscribers; revealing growth even for the most established platform.

No foreign platforms are expected to enter China. China's domestic players will account for 23% of the global total by 2025.

Simon Murray, Principal Analyst at Digital TV Research, said: "We have completely revised our forecasts for 138 countries in the wake of the Covid 19 pandemic. A major impact of lockdown has been a steep rise in SVOD subscriptions."

[Global SVOD Forecasts](#)

Table of Contents

Published in May 2020, this 250-page PDF, PowerPoint and excel report contains comprehensive coverage of the SVOD sector (TV episodes and movies) for 815 platforms across 138 countries. We have revised our forecasts for all 138 countries covered to account for the effects of the Covid 19 pandemic. The report comprises:

- Executive Summary.
- Major SVOD players, including subscriber and revenues estimates by country (2010 to 2025) for the major platforms.
- Insight profiles for the top 10 countries (Brazil, Canada, China, France, Germany, India, Japan, South Korea, UK and USA)
- Country-by-country forecasts from 2010 to 2025

The report costs £1,600/€1,800/\$1,950 for a 1-5 user license.

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

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Please email lydia@digitaltvresearch.com to receive more details.



digital TV research

138 countries and 815 platforms covered:

Asia Pacific		
Country	SVOD ops	SVOD Platforms
Australia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Stan; Foxtel Now
Bangladesh	4	Netflix; Amazon Prime Video; Disney+; Iflix
Cambodia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
China	3	Youku Tudou; IQiyi; Tencent Video
Hong Kong	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; MyTV Super; Viu
India	12	Netflix; Amazon Prime Video; Disney+; Apple TV+; Zee 5; Hotstar; Sony Liv; ALT Balaji; Eros Now; HOOQ; Spuul; Yupp TV
Indonesia	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; HOOQ; Catchplay; Viu
Japan	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass
Laos	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Malaysia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Mongolia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viu
Myanmar	4	Netflix; Amazon Prime Video; Disney+; Iflix
Nepal	4	Netflix; Amazon Prime Video; Disney+; Iflix
New Zealand	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Lightbox; Neon
Pakistan	5	Netflix; Amazon Prime Video; Disney+; Iflix; Starz Play
Philippines	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; HOOQ; Viu
Singapore	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; HOOQ; Catchplay; Viu
South Korea	11	Netflix; Amazon Prime Video; Disney+; HBO; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve; Pooq
Sri Lanka	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Iflix
Taiwan	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Catchplay; CHT
Thailand	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; HOOQ; Viu; True ID
Vietnam	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix

Eastern Europe

Country	SVOD ops	SVOD Platforms
Albania	3	Netflix; Amazon Prime Video; Disney+
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Croatia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Estonia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Greece	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; ANT1 Next; HBO
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Latvia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Lithuania	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Macedonia	5	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO
Moldova	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Montenegro	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Poland	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Ipla; Player+; Play Now; HBO
Romania	5	Netflix; Amazon Prime Video; Disney+; Voyo; HBO
Russia	9	Ivi; Megogo; Okko; Amediateka; TNT Premier; Netflix; Amazon Prime; Disney+; Apple TV+
Serbia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO
Slovakia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO
Slovenia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Divan.TV



Latin America		
Country	SVOD ops	SVOD Platforms
Argentina	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; Flow fixed; HBO
Bolivia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; HBO
Brazil	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Telecine
Chile	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Colombia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Costa Rica	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Dominican R	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Ecuador	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
El Salvador	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Guatemala	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Honduras	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Mexico	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Nicaragua	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Panama	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Paraguay	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Peru	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; Movistar Play; HBO
Puerto Rico	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV
Uruguay	7	Netflix; Amazon Prime Video; Disney+; Blim; Claro Video; Movistar Play; HBO
Venezuela	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; HBO

Middle East and North Africa		
Country	SVOD ops	SVOD Platforms
Algeria	8	Netflix; Amazon Prime Video; Disney+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Armenia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Azerbaijan	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo
Bahrain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Egypt	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Georgia	4	Netflix; Amazon Prime Video; Disney+; Megogo
Israel	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Yes+; Cellcom TV; Partner; Sting TV
Jordan	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Kazakhstan	5	Netflix; Amazon Prime Video; Disney+; Megogo; Amediateka
Kuwait	8	Netflix; Amazon Prime Video; Disney+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Lebanon	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Morocco	8	Netflix; Amazon Prime Video; Disney+; Icflix; StarzPlay; Shahid Plus Wavo; beIN Connect
Oman	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Qatar	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Saudi Arabia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus Wavo
Syria	8	Netflix; Amazon Prime Video; Disney+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Tunisia	8	Netflix; Amazon Prime Video; Disney+; Icflix; StarzPlay; Shahid Plus Wavo; beIN Connect
Turkey	8	Netflix; Amazon Prime Video; Disney+; Tivibu; Turkcell; beIN Connect; blu; Vodafone TV
UAE	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Icflix; StarzPlay; Shahid Plus; Wavo; beIN Connect
Uzbekistan	4	Netflix; Amazon Prime Video; Disney+; Megogo

North America		
Country	SVOD ops	SVOD Platforms
Canada	8	Netflix; Amazon Prime Video; CraveTV; Illico; Fibe Alt TV; CBS All Access; Disney+; Apple TV+
USA	15	Netflix; Amazon Prime Video; Hulu; HBO Now/WarnerMedia; Showtime; CBS All Access; Starz; Sling TV; AT&T Now; Hulu Live; Xfinity Instant TV; YouTube TV; Disney+; Apple TV+; Peacock

Sub-Saharan Africa		
Country	SVOD ops	SVOD Platforms
Angola	4	Netflix; Amazon; Disney+; Iroko
Benin	4	Netflix; Amazon; Disney+; Iroko
Botswana	5	Netflix; Amazon; Disney+; Showmax; Iroko
Burkina Faso	4	Netflix; Amazon; Disney+; Iroko
Burundi	5	Netflix; Amazon; Disney+; Iroko; Showmax
Cameroon	5	Netflix; Amazon; Disney+; Iroko; Showmax
CAR	5	Netflix; Amazon; Disney+; Showmax; Iroko
Chad	5	Netflix; Amazon; Disney+; Showmax; Iroko
DR Congo	5	Netflix; Amazon; Disney+; Iroko; Showmax
Rep Congo	6	Netflix; Amazon; Disney+; Apple TV+; Iroko; Showmax
Cote d'Ivoire	4	Netflix; Amazon; Disney+; Iroko
Eq. Guinea	5	Netflix; Amazon; Disney+; Showmax; Iroko
Ethiopia	5	Netflix; Amazon; Disney+; Iroko; Showmax
Gabon	5	Netflix; Amazon; Disney+; Showmax; Iroko
Gambia	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; Iroko
Ghana	5	Netflix; Amazon; Disney+; Apple TV+; Iroko
Guinea	5	Netflix; Amazon; Disney+; Iroko; Showmax
Kenya	5	Netflix; Amazon; Disney+; Iroko; Showmax
Liberia	5	Netflix; Amazon; Showmax; Iroko; Disney+
Madagascar	5	Netflix; Amazon; Disney+; Iroko; Showmax
Malawi	5	Netflix; Amazon; Disney+; Iroko; Showmax
Mali	4	Netflix; Amazon; Disney+; Iroko
Mozambique	4	Netflix; Amazon; Disney+; Iroko
Namibia	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; Iroko
Niger	5	Netflix; Amazon; Disney+; Apple TV+; Iroko
Nigeria	5	Netflix; Amazon; Disney+; Iroko; Showmax
Rwanda	5	Netflix; Amazon; Disney+; Iroko; Showmax
Senegal	5	Netflix; Amazon; Disney+; Iroko; Showmax
Sierra Leone	4	Netflix; Amazon; Disney+; Iroko
South Africa	5	Netflix; Amazon; Disney+; Apple TV+; Showmax;
Tanzania	5	Netflix; Amazon; Disney+; Iroko; Showmax
Togo	4	Netflix; Amazon; Disney+; Iroko
Uganda	6	Netflix; Amazon; Disney+; Apple TV+; Iroko; Showmax
Zambia	5	Netflix; Amazon; Disney+; Iroko; Showmax
Zimbabwe	5	Netflix; Amazon; Disney+; Iroko; Showmax

Western Europe		
Country	SVOD ops	SVOD Platforms
Austria	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; RTL Now
Belgium	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland; YeloPlay; Proximus
Denmark	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play
Finland	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
France	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; OCS; Salto; MyCanal
Germany	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; Magenta TV App; Horizon; Giga; Zattoo; RTL TV Now Premium
Iceland	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Ireland	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now
Italy	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now; TIMVision; Mediaset Infinity
Luxembourg	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Malta	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Netherlands	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland Unlimited; NPO Plus; NL Ziet; Ziggo Movies & Series
Norway	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Sumo
Portugal	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play
Spain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Orange Cine; Movistar+ Lite; MiTele Plus; Atresplayer Prem
Sweden	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
Switzerland	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Premium Plus; Teleclub Play
UK	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now TV; Britbox; ITV Hub+



Forecasts (for each year from 2010 to 2025) contain this detail for 138 countries:

Turkey SVOD forecasts																
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
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																
Gross SVOD subscriptions (000)																
<i>SVOD subs/TVHH</i>																
<i>SVOD subs/Fixed broadband HH</i>																
<i>SVOD subs/Smartphone users</i>																
Net SVOD homes (000)																
<i>SVOD homes/TVHH</i>																
<i>SVOD homes/Fixed bband HH</i>																
<i>SVOD subscriptions/SVOD homes</i>																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon																
Disney+																
Tivibu Go																
Turkcell																
beIN Connect																
blu																
Vodafone TV																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon																
Disney+																
Tivibu Go																
Turkcell																
beIN Connect																
blu																
Vodafone TV																
Others																

Turkey SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SVOD revenues by operator (US\$ mil.)																
Netflix																
Amazon																
Disney+																
Tivibu Go																
Turkcell																
beIN Connect																
blu																
Vodafone TV																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon																
Disney+																
Tivibu Go																
Turkcell																
beIN Connect																
blu																
Vodafone TV																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon																
Disney+																
Tivibu Go																
Turkcell																
beIN Connect																
blu																
Vodafone TV																

Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.

Digital TV Research publication schedule

Title	Publication	Price
2020		
<u>Global OTT TV & Video Forecasts</u>	May	£1800/€1980/\$2160
<u>Global SVOD Forecasts</u>	May	£1600/€1760/\$1920
<u>Western Europe OTT TV and Video Forecasts</u>	April	£1200/€1320/\$1440
<u>Western Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
<u>Eastern Europe OTT TV and Video Forecasts</u>	April	£1200/€1320/\$1440
<u>Eastern Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
<u>Asia Pacific OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
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<u>Latin America OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
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<u>North America OTT TV and Video Forecasts</u>	March	£600/€660/\$720
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<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
2019		
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