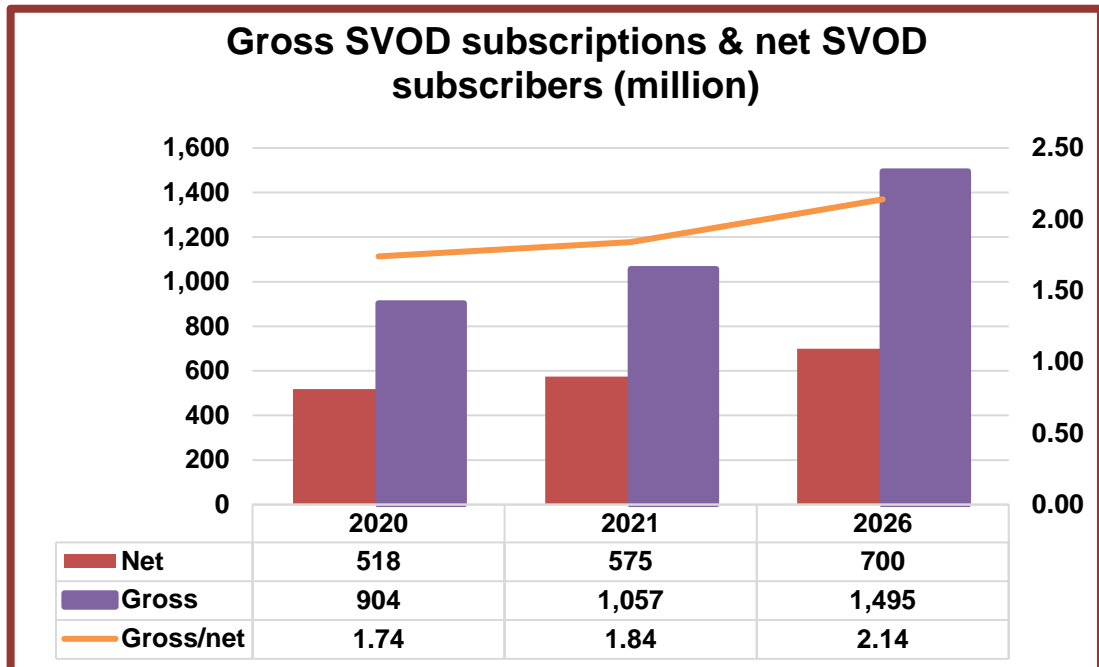


## SVOD subscriptions to reach 1.5 billion by 2026

SVOD subscriptions for 138 countries will increase by 591 million between 2020 and 2026 to reach 1,495 million – or up by 65%. The peak year was 2020 when 201 million subscriptions were added. The total will cross the 1 billion mark in 2021.



SVOD subscriptions growth is faster than for SVOD subscribers [an SVOD subscriber pays for at least one SVOD subscription]. This means that the average SVOD subscriber will pay for 2.14 SVOD subscriptions by 2026 – up from 1.74 in 2020.

Simon Murray, Principal Analyst at Digital TV Research, said: “There will be 700 million SVOD subscribers by 2026; up by 35% from 518 million at end-2020. The 2026 total represents 39% of TV households, increasing from 30% in 2020.”

The US will overtake China as the subscription leader in 2021. China and the US will together account for 48% of the global total by 2026; down from 59% in 2020. This indicates that other countries are growing faster. SVOD subscriptions in India will nearly triple between 2020 and 2026 to 155 million – representing 10% of the world’s total.

# [Global SVOD Forecasts](#)

## Table of Contents

Published in May 2021, this 300-page PDF and excel report contains comprehensive coverage of the SVOD sector for TV episodes and movies across 803 platforms in 138 countries. The report comprises:

- Executive Summary.
- Major SVOD platforms, including subscriber and revenues forecasts by country (2010 to 2026) 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 2026

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](mailto:lydia@digitaltvresearch.com)*

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*Discounts of 15% available if you buy two of the reports.*

*Please email [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com) to receive more details.*



## 138 countries and 803 platforms covered:

Country	SVOD ops	SVOD Platforms
Angola	3	Netflix; Amazon; Disney+
Benin	4	Netflix; Amazon; Disney+; MyCanal
Botswana	4	Netflix; Amazon; Disney+; Showmax
Burkina Faso	4	Netflix; Amazon; Disney+; MyCanal
Burundi	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Cameroon	5	Netflix; Amazon; Disney+; MyCanal; Showmax
CAR	5	Netflix; Amazon; Disney+; Showmax; MyCanal
Chad	5	Netflix; Amazon; Disney+; Showmax; MyCanal
Cote d'Ivoire	5	Netflix; Amazon; Disney+; MyCanal; Showmax
DR Congo	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Eq. Guinea	5	Netflix; Amazon; Disney+; Showmax; MyCanal
Ethiopia	3	Netflix; Amazon; Disney+; Showmax
Gabon	5	Netflix; Amazon; Disney+; Showmax; MyCanal
Gambia	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; MyCanal
Ghana	5	Netflix; Amazon; Disney+; Apple TV+; Showmax
Guinea	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Kenya	4	Netflix; Amazon; Disney+; Showmax
Liberia	4	Netflix; Amazon; Showmax; Disney+
Madagascar	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Malawi	4	Netflix; Amazon; Disney+; Showmax
Mali	4	Netflix; Amazon; Disney+; MyCanal
Mozambique	4	Netflix; Amazon; Disney+; Showmax
Namibia	5	Netflix; Amazon; Disney+; Apple TV+; Showmax
Niger	5	Netflix; Amazon; Disney+; Apple TV+; MyCanal
Nigeria	4	Netflix; Amazon; Disney+; Showmax
Rep Congo	6	Netflix; Amazon; Disney+; Apple TV+; MyCanal; Showmax
Rwanda	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Senegal	5	Netflix; Amazon; Disney+; MyCanal; Showmax
Sierra Leone	4	Netflix; Amazon; Disney+; MyCanal
South Africa	5	Netflix; Amazon; Disney+; Apple TV+; Showmax;
Tanzania	4	Netflix; Amazon; Disney+; Showmax
Togo	4	Netflix; Amazon; Disney+; MyCanal
Uganda	5	Netflix; Amazon; Disney+; Apple TV+; Showmax
Zambia	4	Netflix; Amazon; Disney+; Showmax
Zimbabwe	4	Netflix; Amazon; Disney+; Showmax
Australia	8	Netflix; Amazon Prime Video; Disney+; HBO; Apple TV+; Stan; Binge; Foxtel Now
Bangladesh	4	Netflix; Amazon Prime Video; Disney+; Zee5
Cambodia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
China	3	Youku Tudou; IQiyi; Tencent Video

Country	SVOD ops	SVOD Platforms
Hong Kong	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; MyTV Super; Viu
India	8	Netflix; Amazon Prime Video; Disney+ Hotstar; Apple TV+; Zee5; Sony Liv; ALT Balaji; Eros Now
Indonesia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Vidio; Viu
Japan	9	Netflix; Amazon Prime Video; Disney+; HBO; Apple TV+; Hulu; U-Next; Avex dtv; Telasa
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	3	Netflix; Amazon Prime Video; Disney+
Nepal	4	Netflix; Amazon Prime Video; Disney+; Iflix
New Zealand	6	Netflix; Amazon Prime Video; Disney+; HBO; Apple TV+; 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	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
South Korea	10	Netflix; Amazon Prime Video; Disney+; HBO; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve
Sri Lanka	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Taiwan	7	Netflix; Amazon Prime Video; Disney+; HBO; Apple TV+; Catchplay; CHT
Thailand	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu; True ID
Vietnam	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix
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	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
Greece	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; ANT1 Next; HBO
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Latvia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
Lithuania	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go3
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	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Ipla; Player+; Play Now; HBO; Canal Plus; CDA; Viaplay
Romania	5	Netflix; Amazon Prime Video; Disney+; Voyo; HBO
Russia	9	Ivi; Megogo; Okko; Amediateka; 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

Country	SVOD ops	SVOD Platforms
Argentina	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Flow fixed; HBO
Bolivia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Brazil	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; HBO; Telecine
Chile	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Colombia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Costa Rica	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Dominican R	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Ecuador	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
El Salvador	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Guatemala	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Honduras	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Mexico	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Blim; Claro Video; HBO
Nicaragua	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Panama	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Paraguay	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Peru	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; HBO
Puerto Rico	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Sling TV
Uruguay	5	Netflix; Amazon Prime Video; Disney+; Claro Video; HBO
Venezuela	4	Netflix; Amazon Prime Video; Apple TV+; HBO
Algeria	5	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN
Armenia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Azerbaijan	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo
Bahrain	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Egypt	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
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	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Kazakhstan	5	Netflix; Amazon Prime Video; Disney+; Megogo; Amediateka
Kuwait	5	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN
Lebanon	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Morocco	5	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN
Oman	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Qatar	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Saudi Arabia	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Syria	5	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN
Tunisia	5	Netflix; Amazon Prime Video; StarzPlay; Shahid VIP; OSN
Turkey	9	Netflix; Amazon Prime Video; Disney+; HBO; Tivibu; Turkcell; beIN Connect; blu; Vodafone TV
UAE	6	Netflix; Amazon Prime Video; Apple TV+; StarzPlay; Shahid VIP; OSN
Uzbekistan	4	Netflix; Amazon Prime Video; Disney+; Megogo
Canada	9	Netflix; Amazon Prime Video; CraveTV; Illico; Fibe Alt TV; CBS All Access; Disney+; Apple TV+; HBO

Country	SVOD ops	SVOD Platforms
USA	14	Netflix; Amazon Prime Video; Hulu; HBO Now/WarnerMedia; Showtime; CBS All Access; Starz; Sling TV; Hulu Live; Xfinity Instant TV; YouTube TV; Disney+; Apple TV+; Peacock
Austria	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X; Joyn; RTL+
Belgium	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland; Streamz; 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	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Ticket; Joyn; Magenta TV App; Giga; RTL+
Iceland	5	Netflix; Amazon Prime Video; Disney+; HBO; Viaplay
Ireland	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now
Italy	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky 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; NPO Plus; NL Ziet; Ziggo Movies & Series
Norway	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play
Portugal	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play
Spain	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; 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; Blue+
UK	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now TV; Britbox; ITV Hub+



**Forecasts for each year from 2010 to 2026 contain this level of detail for 138 countries:**

Uruguay SVOD Forecasts																	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Population (000)																	
Total households (000)																	
TV households (000)																	
Fixed broadband households (000)																	
Smartphone subscribers (000)																	
Tablet subscribers (000)																	
<i>TV HH/Total HH</i>																	
<i>Fixed broadband HH/Total HH</i>																	
<i>Smartphone subs/Population</i>																	
<i>Tablet subs/Population</i>																	
SVOD revenues (US\$ mil.)																	
SVOD revenues/Population \$																	
SVOD revenues/SVOD subscriber \$																	
Net SVOD homes (000)																	
<i>SVOD homes/TVHH</i>																	
<i>SVOD homes/Fixed broadband HH</i>																	
<i>SVOD subscriptions/SVOD homes</i>																	
Gross SVOD subscriptions (000)																	
<i>SVOD subs/TVHH</i>																	
<i>SVOD subs/Fixed broadband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	
SVOD subscribers by operator (000)																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Claro Video																	
HBO																	
Others																	

## Uruguay SVOD Forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
<b>Share of SVOD subscribers by operator (%)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Claro Video																	
HBO																	
Others																	
<b>SVOD revenues by operator (US\$ mil.)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Claro Video																	
HBO																	
Others																	
<b>Share of SVOD revenues by operator (%)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Claro Video																	
HBO																	
Others																	
<b>SVOD ARPU by operator (\$)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Claro Video																	
HBO																	
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																	





## Digital TV Research publication schedule for 2021

	<b>Title</b>	<b>Publication</b>	<b>Price</b>
1	<a href="#">Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
2	<a href="#">Africa OTT TV and Video Forecasts</a>	January	£1200/€1320/\$1440
3	<a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
4	<a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1200/€1320/\$1440
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27	<a href="#">Eastern Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
28	<a href="#">Western Europe SVOD Forecasts</a>	October	£1000/€1200/\$1300
29	<a href="#">SVOD Forecasts Update</a>	October	£1600/€1760/\$1920
30	<a href="#">Pay TV Forecasts Update</a>	November	£1600/€1760/\$1920
31	<a href="#">SVOD Platform Forecasts Update</a>	December	£800/€880/\$960

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