

# Middle East and Africa SVOD Forecasts

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Published in October 2016, this 160-page PDF and excel report contains comprehensive coverage of the SVOD sector for 28 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
- Country profiles

### 28 countries covered:

Algeria	Angola
Bahrain	Cote d'Ivoire
Egypt	Georgia
Ghana	Israel
Jordan	Kenya
Kuwait	Lebanon
Malawi	Morocco
Namibia	Nigeria
Oman	Qatar
Rwanda	Saudi Arabia
Senegal	South Africa
Tanzania	Tunisia
Turkey	UAE
Uganda	Zambia

Forecasts (for each year from 2010 to 2021) contain subscriber and revenue details for these operators:

Netflix	ShowMax	iRoko
Starz Play	Icflix	Cellcom TV
Zive	Tivibu Go	Turkcell

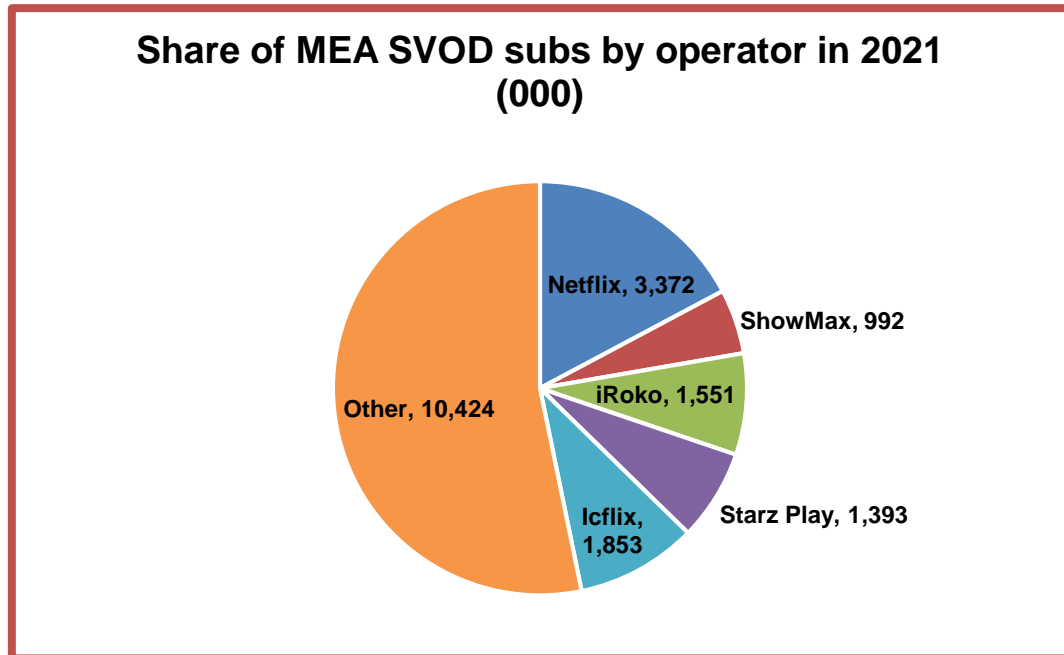


*Forecasts (for each year from 2010 to 2021) contain this detail for 28 countries (as well as subscriber and revenue market shares by operator)*

<b>Kenya SVOD forecasts</b>												
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Population (000)												
Total households (000)												
TV households (000)												
Fixed broadband households (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 broadband HH												
SVOD homes/smartphone subs												
SVOD subscribers by operator (000)												
Netflix												
Iroko												
ShowMax												
Others												
Share of SVOD subscribers by operator (%)												
Netflix												
Iroko												
ShowMax												
Others												
SVOD revenues (US\$ mil.)												
SVOD revenues by operator (US\$ mil.)												
Netflix												
Iroko												
ShowMax												
Others												
Share of SVOD revenues by operator (%)												
Netflix												
Iroko												
ShowMax												
Others												
SVOD ARPU by operator (\$)												
Netflix												
Iroko												
ShowMax												
Source: Digital TV Research												

## MEA SVOD subscriptions to climb fivefold

Although there have been many launches in the last couple of years and more to come, the Middle East & Africa SVOD sector will still be very immature by 2021. Covering 28 countries in the [Middle East & Africa SVOD Forecasts](#) report, the region will have nearly 20 million paying SVOD subscribers by 2021, up from 3.7 million expected by end-2016.



*Source: Digital TV Research*

Simon Murray, Principal Analyst at Digital TV Research, said: “Although the top five international players will enjoy rapid growth, they will account for less than half the region’s SVOD subscribers by 2021 – showing that, despite some signs of congestion already, there will still be room for new entrants.”

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

## Digital TV Research publication schedule for 2016

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