

[Middle East & North Africa OTT TV & Video Forecasts](#)

Table of Contents

Published in July 2017, this 180-page PDF and excel report combines the relevant countries from two of last year's reports: [Middle East & Africa OTT TV & Video Forecasts](#) and [Middle East & Africa SVOD Forecasts](#) in one convenient place. The report comes in six parts:

- Executive summary and regional forecasts, with handy comparison tables to reveal the best growth prospects;
- Major SVOD platforms, including market share for each;
- Regional forecasts summary from 2010 to 2022 by platform, by household penetration, by SVOD subscribers and by OTT revenues;
- Top-line forecasts (population, population per household, households, TV households, fixed broadband homes, smartphone users, tablet users) for 20 countries;
- Country profiles for 20 territories;
- Detailed country forecasts for 20 nations.

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



Forecasts for the following 91 platforms across 20 countries:

Country	SVOD ops	SVOD Platforms
Algeria	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Armenia	2	Netflix; Amazon Prime Video
Azerbaijan	3	Netflix; Amazon Prime Video; Megogo
Bahrain	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Egypt	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Georgia	3	Netflix; Amazon Prime Video; Megogo
Israel	3	Netflix; Amazon Prime Video; Cellcom TV
Jordan	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Kazakhstan	3	Netflix; Amazon Prime Video; Megogo
Kuwait	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Lebanon	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Morocco	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Oman	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Qatar	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Saudi Arabia	6	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus
Syria	4	Netflix; Amazon Prime Video; Icflix; Starz Play
Tunisia	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Turkey	4	Netflix; Amazon Prime Video; Tivibu; Turkcell
UAE	5	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus
Uzbekistan	3	Netflix; Amazon Prime Video; Megogo

SAMPLE: UAE OTT TV & video briefing

- **OTT TV & video revenues** will reach [REDACTED] million recorded in 2016. Advertising on OTT sites will provide [REDACTED] to the 2022 total. SVOD will bring in a further [REDACTED] by 2022, seven times the 2016 total. There were [REDACTED] **SVOD homes** by end-2016, and this will grow rapidly to [REDACTED] in 2022 ([REDACTED] of TV households).

Main assumptions behind the forecasts	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Source: Digital TV Research	

- **Netflix** launched in the UAE in January 2016 as part of its global expansion. Netflix has substantial Arabic dubbed or subtitled content. Subscriptions cost at AED29.34-44.00/month (\$7.99-11.99). We forecast [REDACTED] subscribers by 2022 ([REDACTED] of TV households), up from [REDACTED] at end-2016.
- **Amazon Prime Video** started operations in November 2016 as part of its global rollout. Subscriptions are cheaper than Netflix at \$5.99/month, but Amazon offers less original or local content than Netflix. Appealing mostly to the ex-pat community, we forecast [REDACTED] Amazon subs by 2022.
- Started in 2012, **Icflix** is the longest established SVOD platform. We forecast [REDACTED] subscribers by 2022. With Arabic, English and French content, Icflix provides more than 20,000 hours of content. Icflix (\$8/month) is carried by mobile operator Etisalat.
- **Starz Play** claims 700,000 subscribers across 19 countries in the region. Transmitting in English, Arabic and French, Starz Play has 7,000 hours of Hollywood content as well as 1,300 hours of Arabic content. Starz has a distribution deal with Etisalat (AED30/month, \$8.17). Given the added Arabic content, we expect its subscriber base to climb to [REDACTED] by 2022.
- MBC's **Shahid Plus** provides 10 linear channels as well as on-demand content. Shahid Plus is carried by mobile operators Du and Etisalat (AED20/month, \$5.45). Etisalat was added in April 2017. We forecast [REDACTED] subs by 2022.
- **Telly** is also available in the UAE. Telly is available in 15 countries across the region.
- Launched in March 2011, **Istikana** (\$3.99/month) is available in eight countries, including the UAE where it is carried by Du and Etisalat.

- Hong Kong's **Viu** started operations in Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and UAE in February 2017. Local content is included as well as international fare to appeal to ex-pats.
- **beIN Connect** provides access to all 67 channels available on the satellite TV package as well as 2,000 on-demand TV episodes and 300 on-demand movies – free to satellite TV subs or \$18/month to others.
- **Piracy** is rife, with illegal decoders/smart cards (such as Dreambox) to pay satellite TV operations commonplace. Frequent attempts to combat these pirate dishes have been largely unsuccessful. However, OSN and others have made some progress in combating piracy.
- Abu Dhabi-headquartered **Etisalat** had 10.59 million mobile and 1.11 million fixed broadband subs by March 2017. In October 2011, Etisalat launched eLife TV as a triple-play and OTT service via its fiber optic network (providing up to 500Mbps download speeds, with 90% of premises passed). Etisalat provides Starz Play (AED30/month, \$8.17). Shahid Plus is also available.
- **Du** provides 20,000 videos to its mobile subscribers. Du added Starz Play (AED30/month, \$8.17) in September 2015. Shahid Plus is also offered (AED20/month, \$5.45).
- Based in Dubai, **Du's** IPTV service had an estimated 161,000 subs at end-2016. Similar to Etisalat, Du has rolled out a fiber network (up to 1Gbps).
- Du is 39.5% owned by the Emirates Investment Authority, 19.75% by Mubadala Development Company, 19.5% by Emirates Communications & Technology Company and 21.25% floated.

UAE: Internet subscribers by platform (000)							
	2010	2011	2012	2013	2014	2015	2016
Wi-max, cable	11	6	4	3	3	0	
Fiber	289	495	679	841	964	1,101	
Copper	1,074	827	272	198	122	129	
Total	1,375	1,327	958	1,043	1,090	1,234	1,298
Of which residential	698	772	847	925	969	1,066	
Standalone		49%	34%	24%	23%	16%	
Double-play		34%	35%	39%	31%	23%	
Triple-play		17%	31%	37%	46%	61%	

Source: TRA. Note: change in methodology in 2012

UAE OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Population (000)													
Total households (000)													
TV households (000)													
Fixed broadband households (000)													
Smartphone subs (000)													
Tablet subscribers (000)													
TV HH/Total HH													
Fixed bband HH/Total HH													
Smartphone subs/Population													
Tablet subs/Population													
OTT TV & video fixed broadband households (000)													
OTT TV & video HH/Fixed broadband HH													
OTT TV & video HH/TV HH													
OTT TV & video smartphone subs (000)													
OTT TV & video HH/smartphone subs													
Gross OTT TV & video total (000)													
SVOD total subs (000)													
SVOD homes/TVHH													
SVOD homes/Fixed broadband HH													
SVOD homes/Smartph users													
TV rental transactions (000)													
Movie rental trans (000)													
Total rental trans (000)													
TV download-to-own transactions (000)													
Movie download-to-own transactions (000)													
Total download-to-own transactions (000)													
Online advg total (US\$ mil.)													



UAE OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Online advertising for OTT sites (US\$ mil.)													
Online TV rental revs (US\$ mil.)													
Online movie rental revenues (US\$ mil.)													
<i>Online rental revs (US\$ mil.)</i>													
Download-to-own TV revenues (US\$ mil.)													
Download-to-own movie revenues (US\$ mil.)													
<i>Download-to-own video revenues (US\$ mil.)</i>													
SVOD revenues (US\$ mil.)													
Total OTT TV & video revenues (US\$ mil.)													
SVOD subscribers by operator (000)													
Netflix													
Amazon													
Icflix													
Starz Play													
Shahid Plus													
Others													
Share of SVOD subscribers by operator (%)													
Netflix													
Amazon													
Icflix													
Starz Play													
Shahid Plus													
Others													
SVOD revenues by operator (US\$ mil.)													
Netflix													
Amazon													
Icflix													
Starz Play													
Shahid Plus													
Others													
Share of SVOD revenues by operator (%)													
Netflix													
Amazon													
Icflix													
Starz Play													
Shahid Plus													
Others													

UAE OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
SVOD ARPU by operator (\$)													
Netflix													
Amazon													
Icflix													
Starz Play													
Shahid Plus													
Source: <i>Digital TV Research</i>													

Digital TV Research publication schedule for 2017

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1200/€1440/\$1560
2	Middle East & North Africa Pay TV Forecasts	February	£1200/€1440/\$1560
3	Asia Pacific Pay TV Forecasts	March	£1200/€1440/\$1560
4	Latin America Pay TV Forecasts	March	£1200/€1440/\$1560
5	North America Pay TV Forecasts	April	£750/€900/\$975
6	Eastern Europe Pay TV Forecasts	April	£1200/€1440/\$1560
7	Western Europe Pay TV Forecasts	May	£1200/€1440/\$1560
8	Global Pay TV Subscriber Forecasts	May	£1800/€2160/\$2340
9	Global Pay TV Revenue Forecasts	May	£1800/€2160/\$2340
10	Global Pay TV Operator Forecasts	May	£1800/€2160/\$2340
11	Pay TV Country Forecasts	May	£300/€360/\$390
12	Netflix Forecasts	June	£750/€900/\$975
13	Global Pay TV Subscriber Databook	June	£750/€900/\$975
14	Global Pay TV Revenue Databook	June	£750/€900/\$975
15	Global Pay TV Operator Databook	June	£750/€900/\$975
16	Sub-Saharan Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
17	Middle East & North Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
18	Asia Pacific OTT TV & Video Forecasts	August	£1000/€1200/\$1300
19	Latin America OTT TV & Video Forecasts	August	£1000/€1200/\$1300
20	North America OTT TV & Video Forecasts	September	£750/€900/\$975
21	Eastern Europe OTT TV & Video Forecasts	September	£1000/€1200/\$1300
22	Western Europe OTT TV & Video Forecasts	October	£1000/€1200/\$1300
23	Global OTT TV & Video Forecasts	October	£1800/€2160/\$2340
24	Global AVOD Forecasts	November	£1500/€1800/\$1950
25	Global SVOD Forecasts	November	£1500/€1800/\$1950
26	OTT TV & Video Country Forecasts	November	£300/€360/\$390
27	Mobile OTT TV & Video Forecasts	December	£1500/€1800/\$1950
28	Online TV & Video Sports Forecasts	December	£1500/€1800/\$1950

Please note that the regional Pay TV reports (1-7 above) contain the content from last year's Digital TV series and the Pay TV Operator series – so two reports in one for 2017. Likewise, the regional OTT reports (16-22 above) contain the content from 2016's OTT series as well as the content from 2016's SVOD series.

[PLEASE CLICK HERE FOR MORE INFORMATION ON OUR LATEST PUBLICATIONS](#)

[PLEASE CLICK HERE TO ACCESS OUR CORPORATE BROCHURE](#)

Discounts are available for multiple report purchases.

Please contact lydia@digitaltvresearch.com



digital TV research