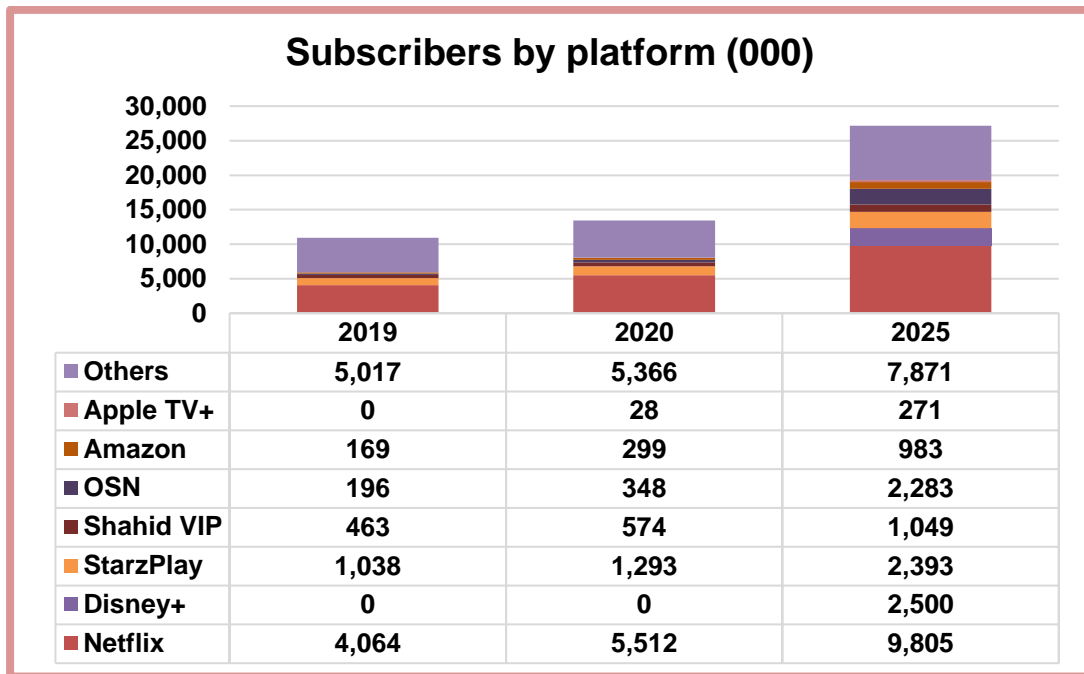


MENA SVOD subs to grow by 148%

There will be 27.16 million paying SVOD subscriptions for 20 countries in the Middle East and North Africa by 2025, up from 10.95 million recorded at end-2019. Turkey will remain the country leader, with 11.30 million subscriptions by 2025.



Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix will remain the platform leader by some distance – more than doubling its subscriber total to 9.81 million by 2025. Its share of the MENA total will remain at around 36%. About half of Netflix’s MENA subscribers will be in the Arab countries.”

There will be 12.27 million subscriptions across 13 Arab countries by 2025. This is triple from 4.13 million in 2019 – faster growth than for the rest of the region. Netflix will bring in 5 million, followed by StarzPlay (2.39 million) and OSN (2.28 million). These three platforms will generate 78% of the Arab total by 2025.

Murray explained: “Disney+ will be less of a competitor to Netflix as Disney signed a long-term distribution deal in the Arab countries with OSN. OSN also has exclusive deals with HBO and Paramount+.”

[Middle East & North Africa SVOD Forecasts](#)

Table of Contents

Published in September 2020, this 83-page PDF and excel report comes in two parts:

- Insight: Detailed country analysis for Bahrain, Egypt, Israel, Kuwait, Oman, Qatar, Saudi Arabia, Turkey and UAE in a 33-page PDF document.
- A 50-page Excel workbook covering each year from 2010 to 2025 for 20 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform.

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



Forecasts for the following 118 platforms across 20 countries:

Country	SVOD ops	SVOD Platforms
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	8	Netflix; Amazon Prime Video; Disney+; 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

SAMPLE: Qatar 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)																
SVOD subs/TVHH																
SVOD subs/Fixed bband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed bband HH																
SVOD subscrns/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon																
Disney+																
Apple TV+																
StarzPlay																
Shahid VIP																
OSN																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon																
Disney+																
Apple TV+																
StarzPlay																
Shahid VIP																
OSN																
Others																



SAMPLE: Qatar 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+																
Apple TV+																
StarzPlay																
Shahid VIP																
OSN																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon																
Disney+																
Apple TV+																
StarzPlay																
Shahid VIP																
OSN																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon																
Disney+																
Apple TV+																
StarzPlay																
Shahid VIP																
OSN																



Digital TV Research publication schedule for 2020

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	SVOD Platform Forecasts	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	March	£600/€660/\$720
8	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
9	Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
11	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
12	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17	Global SVOD Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20	Global Pay TV Operator Forecasts	June	£1600/€1760/\$1920
21	Global AVOD Forecasts	June	£1600/€1760/\$1920
22	Smartphone SVOD Forecasts	June	£1000/€1200/\$1300
23	SVOD Forecasts by Vendor	July	£1200/€1320/\$1440
24	OTT TV and Video Databook	August	£800/€880/\$960
25	SVOD Databook	August	£800/€880/\$960
26	Pay TV Databook	August	£800/€880/\$960
27	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28	Western Europe SVOD Forecasts	September	£1000/€1200/\$1300
29	North America SVOD Forecasts	September	£600/€660/\$720
30	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
31	Asia Pacific SVOD Forecasts	September	£1000/€1200/\$1300
32	Middle East & North Africa SVOD Forecasts	September	£1000/€1200/\$1300
33	Africa SVOD Forecasts	October	£1000/€1200/\$1300
34	SVOD Forecasts Update	October	£1600/€1760/\$1920
35	Pay TV Forecasts Update	November	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

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