

# North America OTT TV & Video Forecasts

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Published in June 2016, this 58-page PDF and excel report contains comprehensive coverage of the North America OTT TV & video sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported, rental/pay-per-view and download-to-own/electronic sell-through) for Canada and the US, including:

- Executive Summary.
- Regional forecasts summary from 2010 to 2021
- Comparison forecast tables.
- Individual country forecasts.
- Country profiles

**Countries covered:**

<b>Canada</b>	<b>USA</b>
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**Forecasts (for each year from 2010 to 2021) contain the following detail for Canada and the US:**

<b>Canada OTT TV &amp; video forecasts</b>
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
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
OTT TV & video total (000)
SVOD total subscribers (000)
TV rental transactions (000)
Movie rental transactions (000)
<i>Total rental transactions (000)</i>
TV download-to-own transactions (000)
Movie download-to-own transactions (000)
<i>Total download-to-own transactions (000)</i>
Online advertising total (US\$ mil.)
Online advertising for OTT sites (US\$ mil.)
Online TV rental revenues (US\$ mil.)
Online movie rental revenues (US\$ mil.)
<i>Online rental revenues (US\$ mil.)</i>
Download-to-own TV revenues (US\$ mil.)
Download-to-own movie revs (US\$ mil.)
<i>Download-to-own video revs (US\$ mil.)</i>
SVOD revenues (US\$ mil.)
Total OTT TV & video revenues (US\$ mil.)

## Digital TV Research publication schedule for 2016

	<b>Title</b>	<b>Publication Date</b>	<b>Price</b>
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
8	<a href="#">Digital TV World Household Forecasts</a>	April	£1300/\$1950/€1625
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
14	<a href="#">North America OTT TV &amp; Video Forecasts</a>	June	£500/\$750/€625
15	Eastern Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
16	Western Europe OTT TV & Video Forecasts	July	£900/\$1350/€1125
17	Global OTT TV & Video Forecasts	July	£1500/\$2250/€1875
18	Asia Pacific Pay TV Operator Forecasts	August	£900/\$1350/€1125
19	Middle East & Africa Pay TV Operator Forecasts	August	£900/\$1350/€1125
20	Latin America Pay TV Operator Forecasts	August	£900/\$1350/€1125
21	North America Pay TV Operator Forecasts	September	£500/\$750/€625
22	Eastern Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
23	Western Europe Pay TV Operator Forecasts	September	£900/\$1350/€1125
24	Global Pay TV Operator Forecasts	October	£1500/\$2250/€1875
25	Middle East & Africa SVOD Forecasts	October	£900/\$1350/€1125
26	Asia Pacific SVOD Forecasts	October	£900/\$1350/€1125
27	Latin America SVOD Forecasts	November	£900/\$1350/€1125
28	North America SVOD Forecasts	November	£500/\$750/€625
29	Eastern Europe SVOD Forecasts	November	£900/\$1350/€1125
30	Western Europe SVOD Forecasts	December	£900/\$1350/€1125
31	Global SVOD Forecasts	December	£1500/\$2250/€1875

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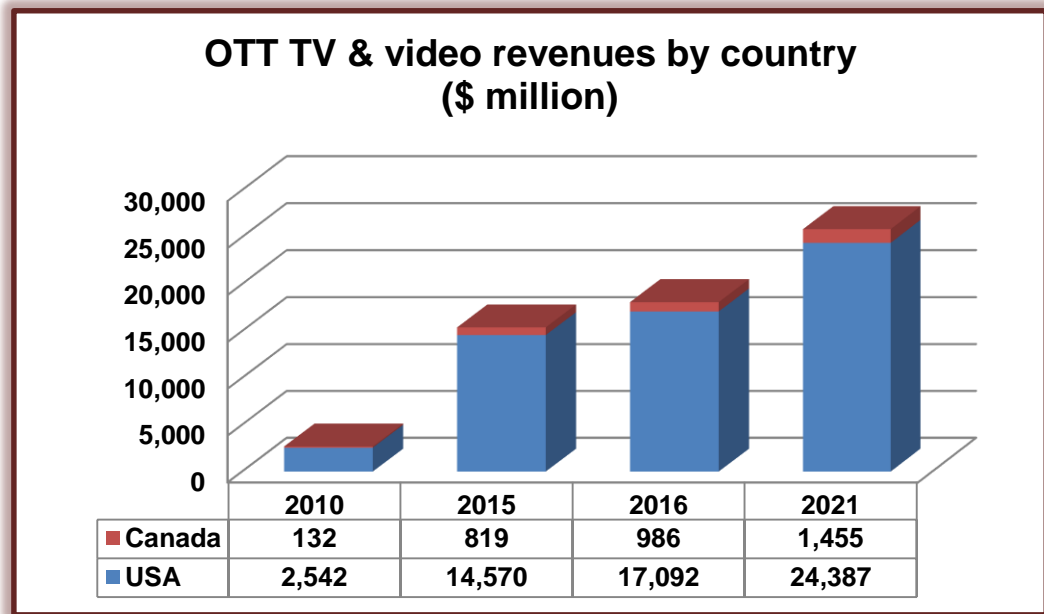
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## Multiple subscriptions key to US SVOD growth

OTT TV and video revenues in Canada and the US will reach \$24.39 billion in 2021; up from \$2.67 billion in 2010 and \$15.39 billion in 2015, according to [the North America OTT TV & Video Forecasts report](#).



*Source: Digital TV Research*

The North American SVOD sector is by far the most mature in the world, with 81.81 million SVOD subscribers [for movie and TV services only – excluding sports, for example] by end-2015. The SVOD total is forecast to climb to 109.59 million by 2021.

Simon Murray, report author and Principal Analyst at Digital TV Research, said: “It is important to stress that these figures are gross – some homes take more than one SVOD platform – especially in the US. We do not believe that 86% of US TV households or even 97% of US fixed broadband households will be SVOD subscribers by 2021. From the 101 million US total in 2021, we forecast that 25 million will be secondary SVOD subscriptions. Therefore, the average US SVOD user will pay for 1.33 subscriptions. Putting it another way, there will be 76 million US primary SVOD users by 2021.”

He continued: “We have included half of the Amazon Prime fee as an SVOD subscription to homes that we estimate take Amazon Video (about 70%), even though homes are not directly paying for Amazon Video.”

Canadian and US SVOD revenues will soar from \$0.58 billion in 2010 to \$6.26 billion in 2015 and onto \$9.16 billion in 2021.

Online rentals will continue to suffer as SVOD grows. OTT TV and video rental revenues climbed from \$708 million in 2010 to \$2,022 million in 2014. However, revenues will fall from then on - to \$1,744 million in 2021 as SVOD is seen as a more attractive substitute to rentals.

Download-to-own (also known as electronic sell-through or EST) buying will not be as badly affected by SVOD as rentals. DTO revenues are forecast to be \$2,505 million in 2021, up from \$279 million in 2010 and \$1,493 million in 2015.

Advertising on OTT sites (AVOD) will become the main OTT revenue source in 2018 as the SVOD sector matures. Advertising on OTT sites generated revenues of \$5.65 billion in 2015; quintuple the \$1.11 billion in 2010. Rapid growth will continue; reaching a total of \$10.98 billion in 2021.

For more information [on the North America OTT TV and Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

Digital TV Research publication schedule for 2015		
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<a href="#">Connected TV Forecasts</a>	August	£1250/\$1875/€1562
<a href="#">Asia Pacific Pay TV Operator Forecasts</a>	September	£900/\$1350/€1125
<a href="#">Western Europe Pay TV Operator Forecasts</a>	September	£900/\$1350/€1125
<a href="#">Eastern Europe, Middle East &amp; Africa Pay TV Operator Forecasts</a>	September	£900/\$1350/€1125
<a href="#">Global Pay TV Operator Forecasts</a>	October	£1500/\$2250/€1875
<a href="#">Global SVOD Forecasts (including Netflix forecasts by country)</a>	November	£1500/\$2250/€1875

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