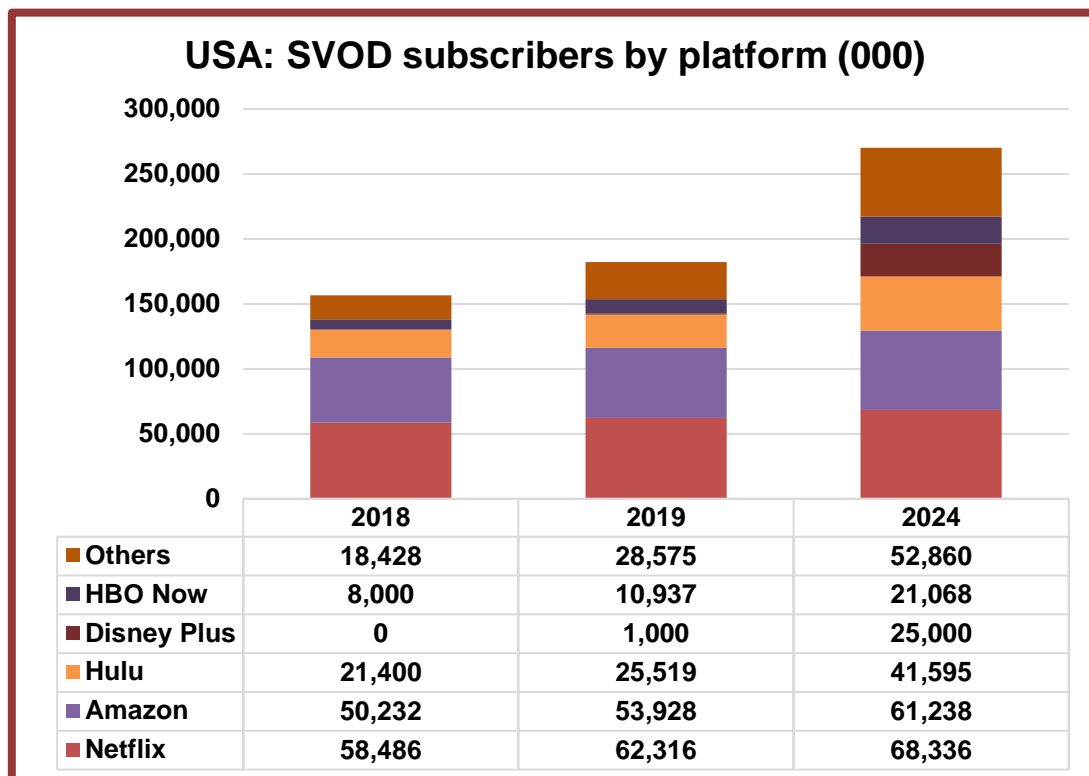


US SVOD subscriptions to reach 270 million

The number of SVOD subscriptions [for movies, linear channels and TV episodes - excluding other platforms such as sports services] in North America will climb by 110 million from 160 million in 2018 to 270 million in 2024. These figures are gross – many homes take more than one SVOD platform.

Digital TV Research forecasts that 77.8% of TV households (94 million) will subscribe to at least one SVOD platform by 2024. The average SVOD household will pay for 2.89 SVOD subscriptions. This compares to 70.0% of TV households (84 million) TV households subscribing to at least one SVOD platform by end-2018. The average SVOD subscriber paid for 1.91 SVOD platforms at end-2018.



Source: Digital TV Research. Hulu excludes Hulu Live

Simon Murray, Principal Analyst at Digital TV Research, explained: “Several high profile SVOD launches are imminent. We expect that Disney+ will have 25 million US subscribers by 2024. Apple TV+’s growth will be more modest at 8 million by 2024. This means that Netflix’s share of the total will fall from 37% in 2018 to 25% in 2024 - despite the company adding 10 million subscribers.”

North America OTT TV & Video Forecasts

Table of Contents

Published in April 2019, this 76-page PDF and excel report covers movies and TV episodes. The report comes in three parts:

- Outlook: Subscriber forecasts and bullet points for Canada and the US in a visually-appealing 12-page PDF document;
- Excel workbook covering each year from 2010 to 2024 by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes. As well as summary tables by country and by platform;
- Insight: Detailed country-by-country analysis in a 24-page PDF document.

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

Forecasts for the following 23 platforms across 2 countries:

Country	SVOD ops	SVOD Platforms
Canada	8	Netflix; Amazon Prime Video; CraveTV; Illico; Fibe Alt TV; CBS All Access; Disney+; Apple TV+
USA	15	Netflix; Amazon Prime Video; Hulu; HBO Now/WarnerMedia; Showtime; CBS All Access; Starz; Sling TV; DirecTV Now; PlayStation Vue; Hulu Live; Xfinity Instant TV; YouTube TV; Disney+; Apple TV+



Digital TV Research publication schedule		
2019		
North America OTT TV & Video Forecasts	<i>April</i>	£500/€600/\$650
North America Pay TV Forecasts	<i>April</i>	£500/€600/\$650
Latin America OTT TV & Video Forecasts	<i>April</i>	£1000/€1200/\$1300
Latin America Pay TV Forecasts	<i>April</i>	£1000/€1200/\$1300
Asia Pacific OTT TV & Video Forecasts	<i>March</i>	£1000/€1200/\$1300
Asia Pacific Pay TV Forecasts	<i>March</i>	£1000/€1200/\$1300
Middle East & North Africa OTT TV & Video Forecasts	<i>February</i>	£1000/€1200/\$1300
Middle East & North Africa Pay TV Forecasts	<i>January</i>	£1000/€1200/\$1300
Sub-Saharan Africa Pay TV Forecasts	<i>January</i>	£1000/€1200/\$1300
Sub-Saharan Africa OTT TV & Video Forecasts	<i>January</i>	£1000/€1200/\$1300
2018		
Eastern Europe OTT TV & Video Forecasts	<i>September</i>	£1000/€1200/\$1300
Western Europe OTT TV & Video Forecasts	<i>September</i>	£1000/€1200/\$1300
Global OTT TV & Video Forecasts	<i>September</i>	£1800/€2160/\$2340
Global SVOD Forecasts	<i>September</i>	£1500/€1800/\$1950
Global Pay TV Subscriber Forecasts	<i>April</i>	£1500/€1800/\$1950
Global Pay TV Revenue Forecasts	<i>April</i>	£1500/€1800/\$1950
Global Pay TV Operator Forecasts	<i>April</i>	£1500/€1800/\$1950
Eastern Europe Pay TV Forecasts	<i>March</i>	£1200/€1440/\$1560
Western Europe Pay TV Forecasts	<i>March</i>	£1200/€1440/\$1560

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