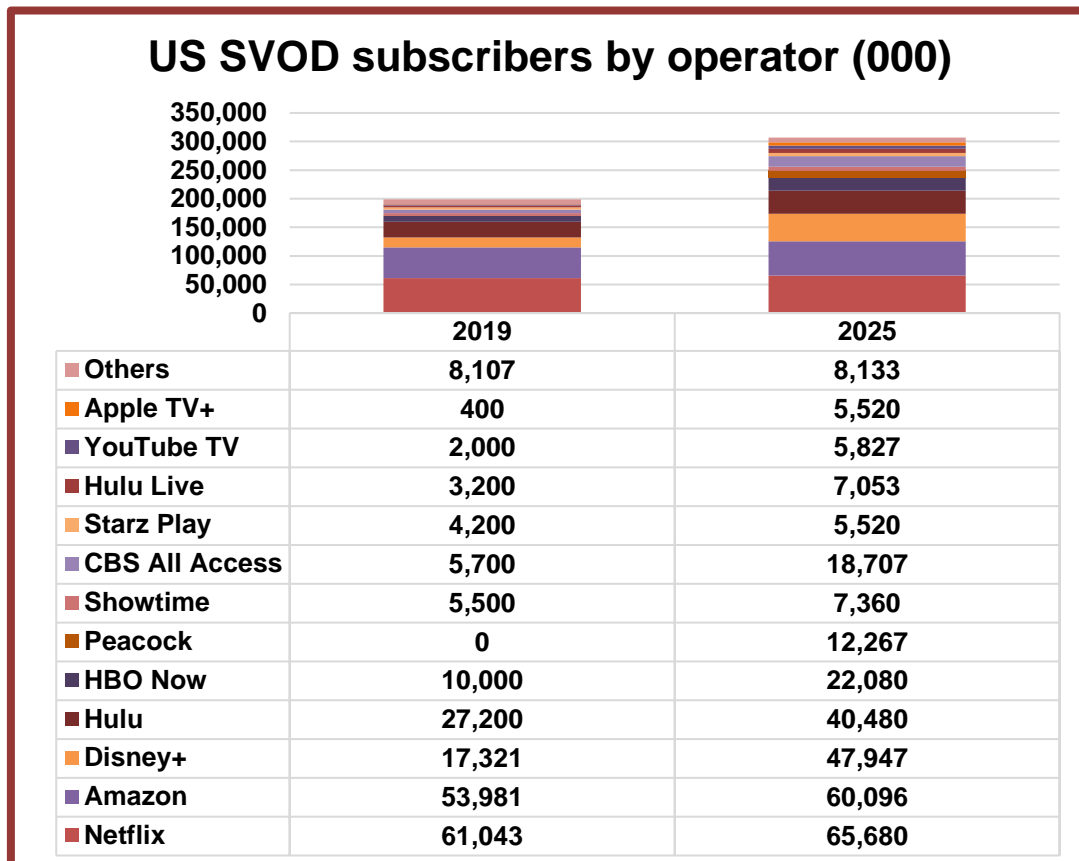


US to add 108 million SVOD subscriptions

The number of US SVOD subscriptions* will climb from 199 million in 2019 to 307 million by 2025.

Simon Murray, Principal Analyst at Digital TV Research, said: “The average SVOD household will pay for 3.28 SVOD platforms by 2025; up from 2.28 at end-2019. So, the average SVOD home will add one subscription between 2019 and 2025.”



Murray continued: “A dozen platforms will have more than 5 million paying subscribers by 2025 – revealing just how far ahead in terms of choice the US market is compared with the rest of the world. Growth for established players such as Netflix and Hulu will be muted due to intense competition from younger rivals such as Disney+, Peacock and the augmented CBS All Access.”

*Note: * for movies, linear channels and TV episodes - excluding other platforms such as sports services.*

North America OTT TV & Video Forecasts

Table of Contents

Published in March 2020, this 77-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 10-page PDF document;
- Excel workbook covering each year from 2010 to 2025 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 27-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; AT&T Now; Hulu Live; Xfinity Instant TV; YouTube TV; Disney+; Apple TV+; Peacock



United States OTT TV & video 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																
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/smarp subs																
OTT TV & video total (000)																
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 subscrips/SVOD homes																
TV rental transactions (000)																
Movie rental transactions (000)																
Total rental transactions (000)																
TV download-to-own trans (000)																
Movie DTO transactions (000)																
Total DTO transactions (000)																
Online advg total (US\$ mil.)																



United States OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
AVOD (US\$ mil.)																
Online TV rental revs (US\$ mil.)																
Online movie rent revs (\$ mil.)																
<i>Online rental revs (US\$ mil.)</i>																
DTO TV revenues (US\$ mil.)																
DTO movie revenues (US\$ mil.)																
<i>DTO video revenues (US\$ mil.)</i>																
SVOD revenues (US\$ mil.)																
OTT TV & video rev (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz Play																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz Play																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																



United States OTT TV & video 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 Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz Play																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz Play																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																



United States OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz Play																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
AVOD revenues by platform (\$ million)																
YouTube																
Facebook/Instagram																
Other social media sites																
FTA broadcasters																
Pay TV broadcasters																
AVOD platforms																
Other																
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																

Digital TV Research publication schedule

Title	Publication	Price
2020		
<u>North America OTT TV and Video Forecasts</u>	March	£600/€660/\$720
<u>North America Pay TV Forecasts</u>	February	£600/€660/\$720
<u>SVOD Platform Forecasts</u>	February	£800/€880/\$960
<u>Africa Pay TV Forecasts</u>	January	£1200/€1340/\$1440
<u>Africa OTT TV and Video Forecasts</u>	January	£1200/€1340/\$1440
<u>Middle East & North Africa Pay TV Forecasts</u>	January	£1200/€1340/\$1440
<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1340/\$1440
2019		
<u>Pay TV Forecasts Update</u>	September	£1000/€1200/\$1300
<u>SVOD Forecasts Update</u>	September	£1000/€1200/\$1300
<u>OTT TV and Video Databook</u>	September	£750/€900/\$975
<u>SVOD Databook</u>	September	£750/€900/\$975
<u>Pay TV Databook</u>	September	£750/€900/\$975
<u>Global OTT TV & Video Forecasts</u>	June	£1800/€2160/\$2340
<u>Global SVOD Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Subscriber Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Revenue Forecasts</u>	June	£1500/€1800/\$1950
<u>Global Pay TV Operator Forecasts</u>	June	£1500/€1800/\$1950
<u>Global AVOD Forecasts</u>	June	£750/€900/\$975
<u>Western Europe Pay TV Forecasts</u>	June	£1000/€1200/\$1300
<u>Western Europe OTT TV and Video Forecasts</u>	June	£1000/€1200/\$1300
<u>Eastern Europe Pay TV Forecasts</u>	May	£1000/€1200/\$1300
<u>Eastern Europe OTT TV and Video Forecasts</u>	May	£1000/€1200/\$1300
<u>Latin America Pay TV Forecasts</u>	April	£1000/€1200/\$1300
<u>Latin America OTT TV and Video Forecasts</u>	April	£1000/€1200/\$1300
<u>Asia Pacific Pay TV Forecasts</u>	March	£1000/€1200/\$1300
<u>Asia Pacific OTT TV and Video Forecasts</u>	March	£1000/€1200/\$1300

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