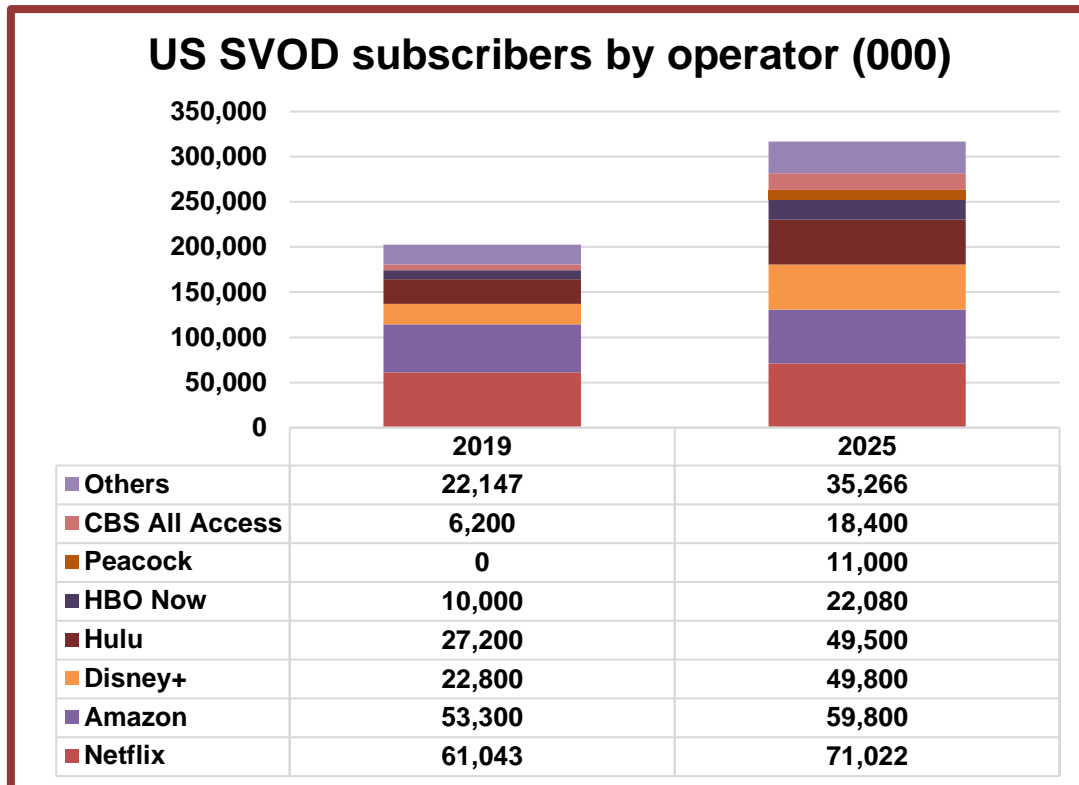


US to reach 317 million SVOD subscriptions

The number of US SVOD subscriptions* will climb from 203 million in 2019 to 317 million by 2025 despite this being the most mature market in the world.



Even Netflix, the longest established platform, will add 10 million subscribers. This growth is overshadowed by Disney+ (27 million additions) and Hulu (22 million). Peacock, HBO and CBS All Access/Paramount+ will each add more subscribers than Netflix. Six platforms will together bring in 94 million new subscribers [82%] from the 114 million total additions.

Simon Murray, Principal Analyst at Digital TV Research, said: “The depth of choice in the US will not be replicated in any other country. Eight US platforms will have more than 10 million paying subs by 2025. Disney+ will just overtake Hulu by 2025.”

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

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

North America SVOD Forecasts

Table of Contents

Published in September 2020 and based on June results, this 53-page PDF and excel report covers movies and TV episodes. The report comes in two parts:

- Insight: Detailed country analysis for Canada and the US in a 23-page PDF document.
- Excel workbook covering each year from 2010 to 2025 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 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



SAMPLE: United States 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 broadband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed bband HH																
SVOD subscriptions/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																



SAMPLE: United States SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																
Others																
SVOD revenues by operator (US\$ mil.)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
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Showtime																
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SAMPLE: United States SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Share of SVOD revenues by operator (%)																
Netflix																
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YouTube TV																
Apple TV+																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime																
Hulu*																
Disney+																
HBO																
Peacock																
Showtime																
CBS All Access																
Starz																
Sling TV																
AT&T Now																
Hulu Live																
Xfinity Instant TV																
YouTube TV																
Apple TV+																



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	October	£1000/€1200/\$1300
33	Africa SVOD Forecasts	October	£1000/€1200/\$1300
34	SVOD Forecasts Update	October	£1600/€1760/\$1920
35	Pay TV Forecasts Update	December	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

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