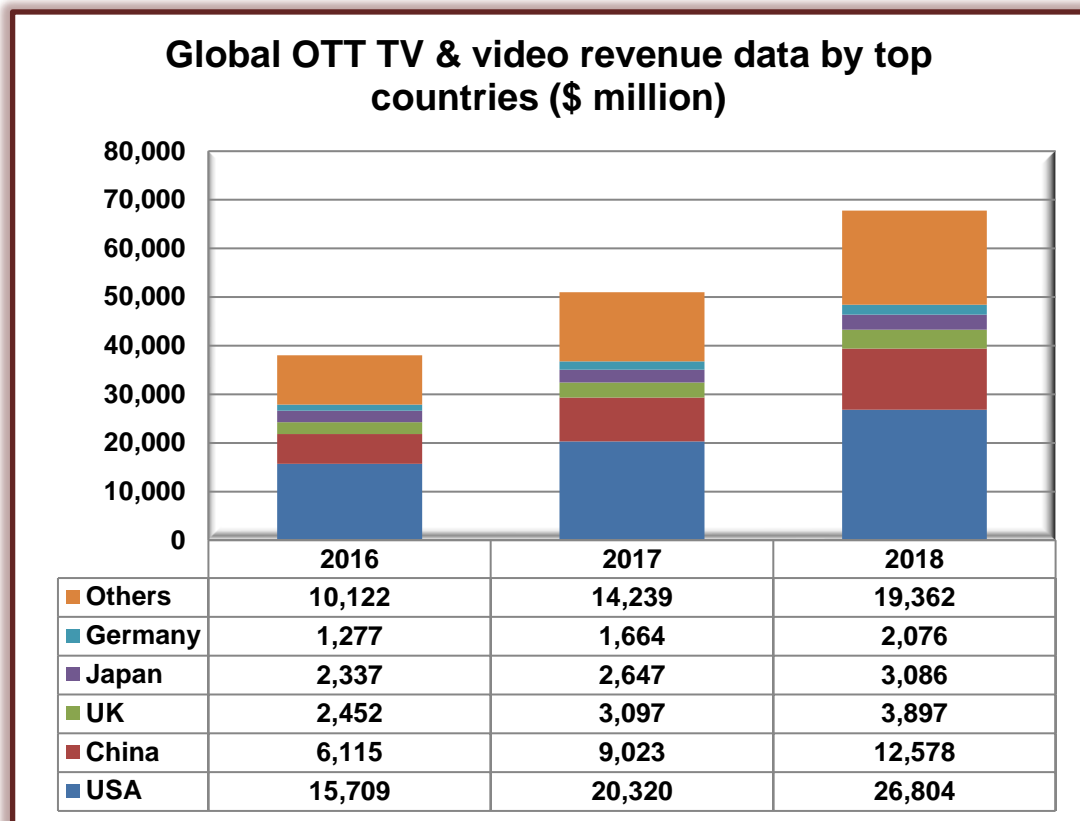


## OTT revenues climbed by \$17 billion in 2018

Global online TV episode and movie revenues reached \$68 billion in 2018, climbing from \$51 billion in 2017 and up by \$30 billion on 2016.



*Source: Digital TV Research*

From the 138 countries covered in [the OTT TV and Video Databook](#), the top five commanded 71% of the global revenues by 2018. OTT revenues exceeded \$1 billion in 10 countries in 2018.

Simon Murray, Principal Analyst at Digital TV Research, said: “The US added \$6.5 billion in revenues in 2018, with China up by \$3.6 billion. Therefore, the US and China were together responsible for more than half the world’s additional revenues in 2018.”

SVOD became the largest OTT revenue source in 2014 when it overtook AVOD. SVOD’s share reached 53% in 2018. SVOD revenues climbed by \$11 billion in 2018 to \$36 billion – up by 44% in the year. AVOD revenues increased by \$5 billion in 2018 to take its total to \$22 billion.

## **OTT TV and Video Databook**

Published in September 2019, [the OTT TV and Video Databook](#) contains comprehensive coverage of the global OTT TV episode & movie sector (subscribers/homes, transactions and revenues. SVOD, Ad-supported/AVOD, TVOD rental and download-to-own/electronic sell-through) for 138 countries.

The 348-page PDF and excel report comes in two parts:

- Global summary in 13-page PDF document.
- Data for 138 countries for each year from 2010 to 2018 in an excel workbook. The workbook also contains summary tables.

**Price: £750/€900/\$975**

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**digital TV research**

*Data (for each year from 2010 to 2018) contain the following detail for 138 countries:*

<b>Australia OTT TV &amp; video data</b>									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Population (000)									
Total households (000)									
TV households (000)									
Fixed broadband hh (000)									
Smartphone subs (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/smartph									
Gross OTT TV & video (000)									
SVOD subscribers (000)									
SVOD homes/TVHH									
SVOD homes/Fixed bband HH									
SVOD homes/Smartph users									
TV rental transactions (000)									
Movie rental trans (000)									
Total rental transactions (000)									
TV DTO transactions (000)									
Movie DTO transactions (000)									
Total DTO transactions (000)									
Online advg total (US\$ mil.)									
AVOD (US\$ mil.)									
Online TV rental revs (\$ mil.)									
Online movie rental revs (\$ mil.)									
Online rental revenues (\$ mil.)									
DTO TV revenues (US\$ mil.)									
DTO movie revs (US\$ mil.)									
DTO video revs (US\$ mil.)									
SVOD revenues (US\$ mil.)									
OTT TV & video revs (\$ mil.)									

*Data for 138 countries:*

Albania	Algeria	Angola	Argentina
Armenia	Australia	Austria	Azerbaijan
Bahrain	Bangladesh	Belarus	Belgium
Benin	Bolivia	Bosnia	Botswana
Brazil	Bulgaria	Burkina Faso	Burundi
Cambodia	Cameroon	Canada	CAR
Chad	Chile	China	Colombia
DR Congo	Rep Congo	Costa Rica	Cote d'Ivoire
Croatia	Cyprus	Czech Rep.	Denmark
Dominican Rep.	Ecuador	Egypt	El Salvador
Eq Guinea	Estonia	Ethiopia	Finland
France	Gabon	Gambia	Georgia
Germany	Ghana	Greece	Guatemala
Guinea	Honduras	Hong Kong	Hungary
Iceland	India	Indonesia	Ireland
Israel	Italy	Japan	Jordan
Kazakhstan	Kenya	Kuwait	Laos
Latvia	Lebanon	Liberia	Lithuania
Luxembourg	Macedonia	Madagascar	Malawi
Mali	Malaysia	Malta	Mexico
Moldova	Mongolia	Montenegro	Morocco
Mozambique	Myanmar	Namibia	Nepal
Netherlands	New Zealand	Nicaragua	Niger
Nigeria	Norway	Oman	Pakistan
Panama	Paraguay	Peru	Philippines
Poland	Portugal	Puerto Rico	Qatar
Romania	Russia	Rwanda	Saudi Arabia
Senegal	Serbia	Sierra Leone	Singapore
Slovakia	Slovenia	South Africa	South Korea
Spain	Sri Lanka	Sweden	Switzerland
Syria	Taiwan	Tanzania	Thailand
Togo	Tunisia	Turkey	Uganda
Ukraine	UAE	UK	USA
Uruguay	Uzbekistan	Venezuela	Vietnam
Zambia	Zimbabwe		



<b>Digital TV Research publication schedule</b>		
<b>2019</b>		
<a href="#"><u>OTT TV and Video Databook</u></a>	<i>September</i>	£750/€900/\$975
<a href="#"><u>Pay TV Databook</u></a>	<i>September</i>	£750/€900/\$975
<a href="#"><u>SVOD Databook</u></a>	<i>September</i>	£750/€900/\$975
<a href="#"><u>Global Pay TV Operator Forecasts</u></a>	<i>June</i>	£1500/€1800/\$1950
<a href="#"><u>Global AVOD Forecasts</u></a>	<i>June</i>	£750/€900/\$975
<a href="#"><u>Global Pay TV Subscriber Forecasts</u></a>	<i>June</i>	£1500/€1800/\$1950
<a href="#"><u>Global OTT TV &amp; Video Forecasts</u></a>	<i>June</i>	£1800/€2160/\$2340
<a href="#"><u>Global Pay TV Revenue Forecasts</u></a>	<i>June</i>	£1500/€1800/\$1950
<a href="#"><u>Global SVOD Forecasts</u></a>	<i>June</i>	£1500/€1800/\$1950
<a href="#"><u>Western Europe OTT TV &amp; Video Forecasts</u></a>	<i>June</i>	£1000/€1200/\$1300
<a href="#"><u>Western Europe Pay TV Forecasts</u></a>	<i>May</i>	£1000/€1200/\$1300
<a href="#"><u>Eastern Europe OTT TV &amp; Video Forecasts</u></a>	<i>May</i>	£1000/€1200/\$1300
<a href="#"><u>Eastern Europe Pay TV Forecasts</u></a>	<i>May</i>	£1000/€1200/\$1300
<a href="#"><u>North America OTT TV &amp; Video Forecasts</u></a>	<i>April</i>	£500/€600/\$650
<a href="#"><u>North America Pay TV Forecasts</u></a>	<i>April</i>	£500/€600/\$650
<a href="#"><u>Latin America OTT TV &amp; Video Forecasts</u></a>	<i>April</i>	£1000/€1200/\$1300
<a href="#"><u>Latin America Pay TV Forecasts</u></a>	<i>April</i>	£1000/€1200/\$1300
<a href="#"><u>Asia Pacific OTT TV &amp; Video Forecasts</u></a>	<i>March</i>	£1000/€1200/\$1300
<a href="#"><u>Asia Pacific Pay TV Forecasts</u></a>	<i>March</i>	£1000/€1200/\$1300
<a href="#"><u>Middle East &amp; North Africa OTT TV &amp; Video Forecasts</u></a>	<i>February</i>	£1000/€1200/\$1300
<a href="#"><u>Middle East &amp; North Africa Pay TV Forecasts</u></a>	<i>January</i>	£1000/€1200/\$1300
<a href="#"><u>Sub-Saharan Africa Pay TV Forecasts</u></a>	<i>January</i>	£1000/€1200/\$1300
<a href="#"><u>Sub-Saharan Africa OTT TV &amp; Video Forecasts</u></a>	<i>January</i>	£1000/€1200/\$1300

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