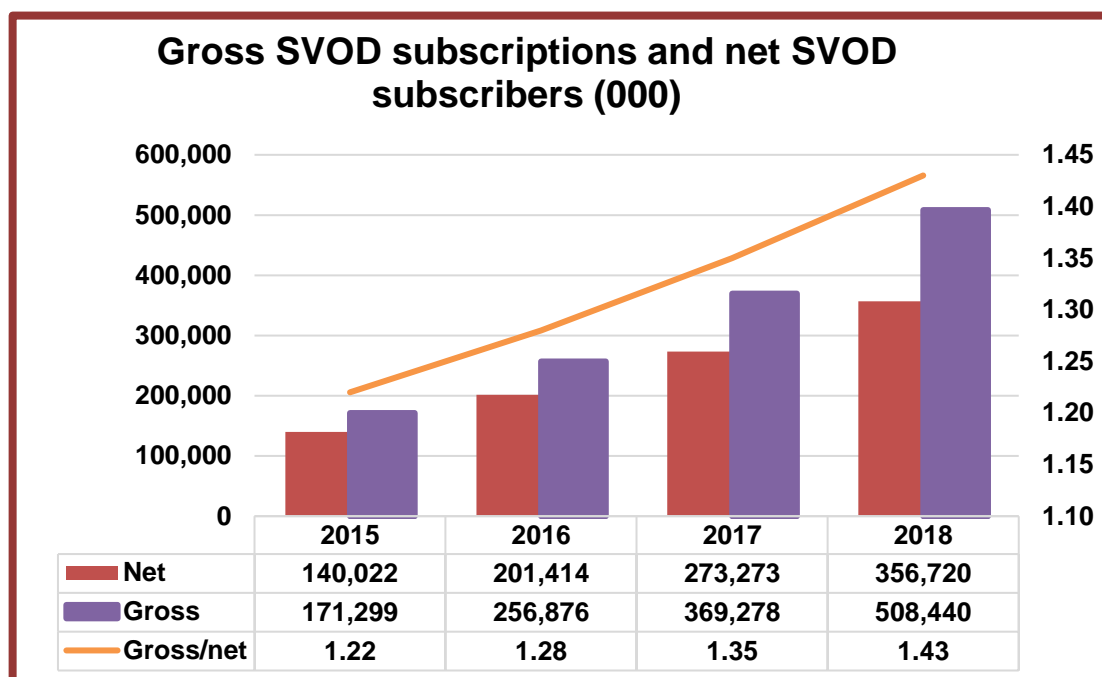


SVOD subscriptions soar by 38% in 2018

Gross SVOD subscriptions increased by 139 million in 2018 to 508 million – or up by 38%. The net subscriber count rose by 83 million in 2018 to reach 357 million – up by 31%. This means that the average SVOD subscriber paid for 1.43 SVOD subscriptions by end-2018 – up from 1.05 in 2010.



Source: Digital TV Research

Simon Murray, Principal Analyst at Digital TV Research, said: “China and the US together accounted for 63% of the global total in 2018. China overtook the US in 2018 to become the gross SVOD subscription leader. China added nearly 60 million subscriptions in 2018 alone, with the US up by 27 million (despite its relative maturity). India nearly doubled its subscription base.”

Eight countries had more than 10 million SVOD subscriptions by end-2018 – collectively providing 80% of the global total.

Gross SVOD subscriptions represented 30.5% of TV households by end-2018. The proportion of net SVOD subscribers was 21.4% - meaning that more than a fifth of the world’s TV households had at least one SVOD subscription by end-2018.

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

[SVOD Databook](#)

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Published in September 2019, this 180-page PDF and excel report contains comprehensive coverage of the SVOD sector (TV episodes and movies) for 736 platforms across 138 countries. The report comprises:

- Executive PDF Summary.
- Country-by-country data from 2010 to 2018

Price: £750/€900/\$975

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



digital TV research

138 countries and 736 platforms covered:

Asia Pacific		
Country	SVOD ops	SVOD Platforms
Australia	4	Netflix; Amazon Prime Video; Stan; Foxtel Now
Bangladesh	3	Netflix; Amazon Prime Video; Iflix
Cambodia	3	Netflix; Amazon Prime Video; Iflix
China	3	Youku Tudou; IQiyi; Tencent Video
Hong Kong	4	Netflix; Amazon Prime Video; MyTV Super; Viu
India	11	Netflix; Amazon Prime Video; Zee 5; Hotstar; Sony Liv; ALT Balaji; Eros Now; HOOQ; Spuul; Viu: Yupp TV
Indonesia	6	Netflix; Amazon Prime Video; Iflix; HOOQ; Catchplay; Viu
Japan	7	Netflix; Amazon Prime Video; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass
Laos	2	Netflix; Amazon Prime Video
Malaysia	5	Netflix; Amazon Prime Video; Iflix; Viu; Dimsum
Mongolia	3	Netflix; Amazon Prime Video; Viu
Myanmar	3	Netflix; Amazon Prime Video; Iflix
Nepal	3	Netflix; Amazon Prime Video; Iflix
New Zealand	4	Netflix; Amazon Prime Video; Lightbox; Neon
Pakistan	5	Netflix; Amazon Prime Video; Iflix; Iflix; Starz Play
Philippines	5	Netflix; Amazon Prime Video; Iflix; HOOQ; Viu
Singapore	5	Netflix; Amazon Prime Video; HOOQ; Catchplay; Viu
South Korea	7	Netflix; Amazon Prime Video; Tving; LG U+; Olleh TV; Oksusu; Pooq
Sri Lanka	3	Netflix; Amazon Prime Video; Iflix
Taiwan	4	Netflix; Amazon Prime Video; Catchplay; CHT
Thailand	5	Netflix; Amazon Prime Video; Iflix; HOOQ; Viu
Vietnam	4	Netflix; Amazon Prime Video; Iflix; HOOQ

Eastern Europe

Country	SVOD ops	SVOD Platforms
Albania	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Belarus	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Amediateka
Bosnia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO Go
Bulgaria	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO Go
Croatia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO Go
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO Go
Estonia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Greece	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; ANT1 Next
Hungary	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO Go
Latvia	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Lithuania	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Macedonia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO Go
Moldova	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Montenegro	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO Go
Poland	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Ipla; Player+; Play Now; HBO Go
Romania	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO Go
Russia	8	Ivi; Megogo; Okko; Amediateka; Netflix; Amazon Prime; Disney+; Apple TV+
Serbia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO Go
Slovakia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO Go
Slovenia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO Go
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Divan.TV



Latin America

Country	SVOD ops	SVOD Platforms
Argentina	7	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; Flow fixed; HBO
Bolivia	4	Netflix; Amazon Prime Video; Blim; HBO
Brazil	6	Netflix; Amazon Prime Video; Claro Video; Globo Play; HBO; Fox+
Chile	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Colombia	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Costa Rica	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Dominican R	4	Netflix; Amazon Prime Video; Claro Video; HBO
Ecuador	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
El Salvador	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Guatemala	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Honduras	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Mexico	5	Netflix; Amazon Prime Video; Blim; Claro Video; Fox Play; HBO
Nicaragua	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Panama	5	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Paraguay	6	Netflix; Amazon Prime Video; Blim; Claro Video; HBO
Peru	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Puerto Rico	4	Netflix; Amazon Prime Video; HBO; Sling TV
Uruguay	6	Netflix; Amazon Prime Video; Blim; Claro Video; Movistar Play; HBO
Venezuela	4	Netflix; Amazon Prime Video; Blim; HBO



Middle East and North Africa		
Country	SVOD ops	SVOD Platforms
Algeria	7	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus; Wavo; beIN Connect
Armenia	2	Netflix; Amazon Prime Video
Azerbaijan	3	Netflix; Amazon Prime Video; Megogo
Bahrain	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus; Wavo; beIN Connect
Egypt	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus; Wavo; beIN Connect
Georgia	3	Netflix; Amazon Prime Video; Megogo
Israel	5	Netflix; Amazon Prime Video; Cellcom TV; Partner; Sting TV
Jordan	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus; Wavo; beIN Connect
Kazakhstan	4	Netflix; Amazon Prime Video; Megogo; Amediateka
Kuwait	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus; Wavo; beIN Connect
Lebanon	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus; Wavo; beIN Connect
Morocco	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus Wavo; beIN Connect
Oman	7	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus; Wavo; beIN Connect
Qatar	7	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus; Wavo; beIN Connect
Saudi Arabia	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Iflix; Shahid Plus Wavo; beIN Connect
Syria	7	Netflix; Amazon Prime Video; Icflix; Starz Play Shahid Plus; Wavo; beIN Connect
Tunisia	7	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus Wavo; beIN Connect
Turkey	7	Netflix; Amazon Prime Video; Tivibu; Turkcell; beIN Connect; blu; Vodafone TV
UAE	7	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus; Wavo; beIN Connect
Uzbekistan	3	Netflix; Amazon Prime Video; Megogo

North America		
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+

Sub-Saharan Africa		
Country	SVOD ops	SVOD Platforms
Angola	3	Netflix; Amazon; Iroko
Benin	3	Netflix; Amazon; Iroko
Botswana	5	Netflix; Amazon; Showmax; Iroko; Iflix
Burkina Faso	3	Netflix; Amazon; Iroko
Burundi	5	Netflix; Amazon; Iflix; Iroko; Showmax
Cameroon	4	Netflix; Amazon; Iroko; Showmax
CAR	4	Netflix; Amazon; Showmax; Iroko
Chad	4	Netflix; Amazon; Showmax; Iroko
DR Congo	4	Netflix; Amazon; Iroko; Showmax
Rep Congo	4	Netflix; Amazon; Iroko; Showmax
Cote d'Ivoire	3	Netflix; Amazon; Iroko
Eq. Guinea	4	Netflix; Amazon; Showmax; Iroko
Ethiopia	5	Netflix; Amazon; Iflix; Iroko; Showmax
Gabon	4	Netflix; Amazon; Showmax; Iroko
Gambia	4	Netflix; Amazon; Showmax; Iroko
Ghana	4	Netflix; Amazon; Iflix; Iroko
Guinea	4	Netflix; Amazon; Iroko; Showmax
Kenya	5	Netflix; Amazon; Iflix; Iroko; Showmax
Liberia	5	Netflix; Amazon; Showmax; Iroko; Iflix
Madagascar	4	Netflix; Amazon; Iroko; Showmax
Malawi	5	Netflix; Amazon; Iflix; Iroko; Showmax
Mali	3	Netflix; Amazon; Iroko
Mozambique	3	Netflix; Amazon; Iroko
Namibia	4	Netflix; Amazon; Showmax; Iroko
Niger	3	Netflix; Amazon; Iroko
Nigeria	4	Netflix; Amazon; Iflix; Iroko
Rwanda	5	Netflix; Amazon; Iflix; Iroko; Showmax
Senegal	4	Netflix; Amazon; Iroko; Showmax
Sierra Leone	3	Netflix; Amazon; Iroko
South Africa	5	Netflix; Amazon; Iflix; Showmax; Black by Cell C
Tanzania	5	Netflix; Amazon; Iflix; Iroko; Showmax
Togo	3	Netflix; Amazon; Iroko
Uganda	5	Netflix; Amazon; Iflix; Iroko; Showmax
Zambia	5	Netflix; Amazon; Iflix; Iroko; Showmax
Zimbabwe	5	Netflix; Amazon; Iflix; Iroko; Showmax

Western Europe		
Country	SVOD ops	SVOD Platforms
Austria	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; RTL Now
Belgium	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland; YeloPlay; Proximus
Denmark	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play
Finland	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
France	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; OCS; SFR Play; MyCanal
Germany	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; Magenta TV App; Horizon; Giga; Zattoo; RTL TV Now Premium
Iceland	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Ireland	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now
Italy	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now; TIMVision; Mediaset Infinity
Luxembourg	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Malta	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Netherlands	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland Unlimited; RTL XL; NL Ziet; Ziggo Movies & Series
Norway	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Sumo
Portugal	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; N Play; Meo TVCine
Spain	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Orange Cine
Sweden	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
Switzerland	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Premium Plus; Teleclub Play
UK	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now TV

Data (for each year from 2010 to 2018) contains this detail for 138 countries:

Argentina SVOD data									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
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 bband HH									
SVOD subs/Smartphone users									
Net SVOD homes (000)									
SVOD homes/TVHH									
SVOD homes/Fixed bband HH									
SVOD subs/SVOD homes									
SVOD revenues (US\$ mil.)									
SVOD subscribers by operator (000)									
Netflix									
Amazon Prime Video									
Blim									
Claro Video									
Movistar Play									
Flow fixed payers									
HBO									
Others									
Share of SVOD subscribers by operator (%)									
Netflix									
Amazon Prime Video									
Blim									
Claro Video									
Movistar Play									
Flow fixed payers									
HBO									
Others									

Argentina SVOD data

	2010	2011	2012	2013	2014	2015	2016	2017	2018
SVOD revenues by operator (US\$ mil.)									
Netflix									
Amazon Prime Video									
Blim									
Claro Video									
Movistar Play									
Flow fixed payers									
HBO									
Others									
Share of SVOD revenues by operator (%)									
Netflix									
Amazon Prime Video									
Blim									
Claro Video									
Movistar Play									
Flow fixed payers									
HBO									
Others									
SVOD ARPU by operator (\$)									
Netflix									
Amazon Prime Video									
Blim									
Claro Video									
Movistar Play									
Flow fixed payers									
HBO									
<i>Source: Digital TV Research</i>									



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

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