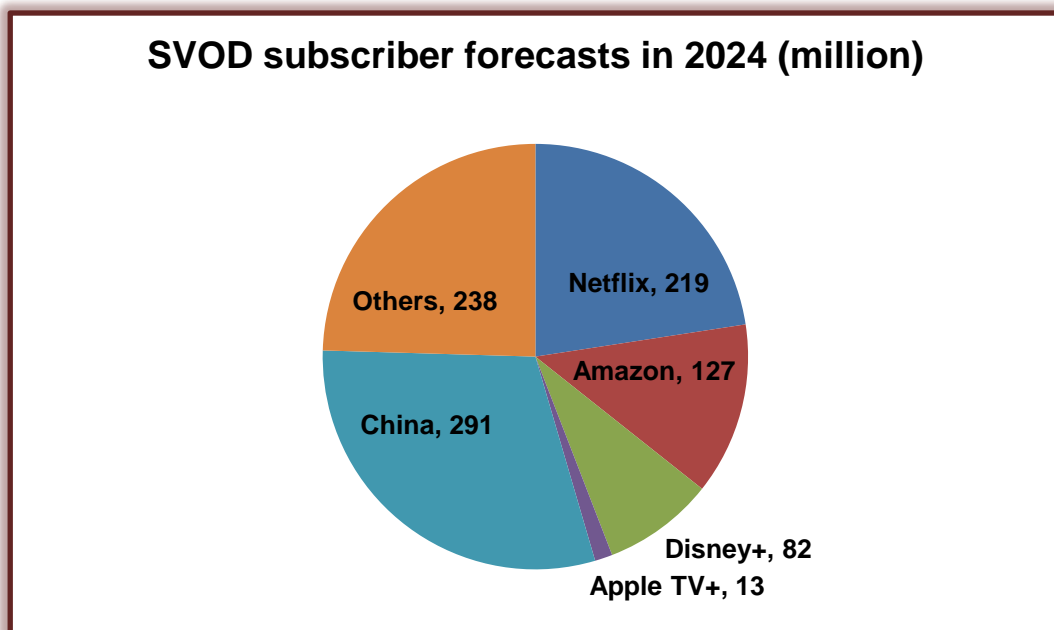


Global SVOD subscriptions to double

The number of gross SVOD subscriptions will increase by 91% - or 462 million - between 2018 and 2024 to reach 970 million. The total will climb by 124 million in 2019 alone.

By 2024, Netflix will contribute 23% of the global total, Amazon Prime Video 13%, Disney+ 8% and Apple TV+ 1%. These four companies will control 45% of the global total. This leaves a substantial market for others, including 30% of global subscriptions in China where none of the four global players will operate.



Source: Digital TV Research

Netflix's dominance of global SVOD is falling, although the company will add 79 million subs between 2018 and 2024 to take its total to 219 million.

Simon Murray, Principal Analyst at Digital TV Research, said: "This comes despite the onslaught from new global players. We have updated our forecasts based on June 2019 reported figures and the slew of announcements from the newer players."

Netflix's revenues will more than double from \$15 billion in 2018 to \$35 billion in 2024 – up by 134% despite subscriptions only climbing by 57%. Disney+ will generate \$7.4 billion by 2024; ahead of Amazon Prime Video with \$6.0 billion.

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

SVOD Forecasts Update

Table of Contents

Published in September 2019, this 194-page PDF, PowerPoint and excel report contains extensive coverage of the SVOD sector (TV episodes and movies). Based on June 2019 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major SVOD players, including subscriber and revenues estimates by the top 20 countries and globally (2010 to 2024) for the major platforms, including Netflix, Amazon Prime Video, Disney+ and Apple TV+.
- Insight profiles globally and for the top 20 countries
- Forecasts for the top 20 countries and global overviews from 2010 to 2024
- Outlook report in PowerPoint, with more than 48 charts that highlight SVOD developments globally and for the top 20 countries.

The report costs £1,000/€1,200/\$1,300 for a 1-5 user license.

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



Countries and platforms covered		
Country	SVOD ops	SVOD Platforms
Australia	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Stan; Foxtel Now
Brazil	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Claro Video; Globo Play; Telecine; HBO; Fox+
Canada	8	Netflix; Amazon Prime Video; CraveTV; Illico; Fibe Alt TV; CBS All Access; Disney+; Apple TV+
China	3	Youku Tudou; IQiyi; Tencent Video
France	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; OCS; SFR Play; MyCanal; Salto
Germany	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; Magenta TV App; Horizon; Giga; Zattoo; RTL TV Now Premium
India	13	Netflix; Amazon Prime Video; Zee 5; Hotstar; Sony Liv; ALT Balaji; Eros Now; HOOQ; Spuul; Viu; Yupp TV; Disney+; Apple TV+
Italy	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now; TIMVision; Mediaset Infinity
Japan	9	Netflix; Amazon Prime Video; Hulu; Tsutaya; U-Next; Avex dtv; au Smart Pass; Disney+; Apple TV+
Mexico	9	Netflix; Amazon Prime Video; Blim; Claro Video; Fox Play; HBO; Disney+; Apple TV+
Poland	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Ipla; Player+; Play Now; HBO Go
Russia	8	Ivi; Megogo; Okko; Amediateka; Netflix; Amazon Prime; Disney+; Apple TV+
Saudi Arabia	8	Netflix; Amazon Prime Video; Icflix; Starz Play; Shahid Plus Wavo; Disney+; Apple TV+
South Africa	6	Netflix; Amazon; Disney+; Apple TV+; Showmax; Black by Cell C
South Korea	9	Netflix; Amazon Prime Video; Tving; LG U+; Olleh TV; Oksusu; Pooq; Disney+; Apple TV+
Spain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Orange Cine; Movistar+ Lite; MiTele Plus; Atresplayer
Sweden	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
Turkey	9	Netflix; Amazon Prime Video; Tivibu; Turkcell; beIN Connect; blu; Vodafone TV; Disney+; Apple TV+
UK	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now TV; Britbox; ITV Hub+
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+



Forecasts (for each year from 2010 to 2024) contain this detail for the top 20 countries as well as global comparisons:

Australia SVOD forecasts															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
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 subs by operator (000)															
Netflix															
Amazon Prime															
Disney+															
Apple TV+															
Stan															
Presto															
Foxtel Now															
Others															

Australia SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Share of SVOD subs by operator (%)															
Netflix															
Amazon Prime															
Disney+															
Apple TV+															
Stan															
Presto															
Foxtel Now															
Others															
SVOD revenues by operator (US\$ mil.)															
Netflix															
Amazon Prime															
Disney+															
Apple TV+															
Stan															
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Netflix															
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Presto															
Foxtel Now															
Others															
SVOD ARPU by operator (\$)															
Netflix															
Amazon Prime															
Disney+															
Apple TV+															
Stan															
Presto															
Foxtel Now															
<i>Source: Digital TV Research</i>															

Digital TV Research publication schedule for 2019

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1000/€1200/\$1300
2	Sub-Saharan Africa OTT TV and Video Forecasts	January	£1000/€1200/\$1300
3	Middle East & North Africa Pay TV Forecasts	January	£1000/€1200/\$1300
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1000/€1200/\$1300
5	Asia Pacific Pay TV Forecasts	March	£1000/€1200/\$1300
6	Asia Pacific OTT TV and Video Forecasts	March	£1000/€1200/\$1300
7	Latin America Pay TV Forecasts	April	£1000/€1200/\$1300
8	Latin America OTT TV and Video Forecasts	April	£1000/€1200/\$1300
9	North America Pay TV Forecasts	April	£500/€600/\$650
10	North America OTT TV and Video Forecasts	April	£500/€600/\$650
11	Eastern Europe Pay TV Forecasts	May	£1000/€1200/\$1300
12	Eastern Europe OTT TV and Video Forecasts	May	£1000/€1200/\$1300
13	Western Europe Pay TV Forecasts	June	£1000/€1200/\$1300
14	Western Europe OTT TV and Video Forecasts	June	£1000/€1200/\$1300
15	Global OTT TV & Video Forecasts	June	£1800/€2160/\$2340
16	Global SVOD Forecasts	June	£1500/€1800/\$1950
17	Global Pay TV Subscriber Forecasts	June	£1500/€1800/\$1950
18	Global Pay TV Revenue Forecasts	June	£1500/€1800/\$1950
19	Global Pay TV Operator Forecasts	June	£1500/€1800/\$1950
20	Global AVOD Forecasts	June	£750/€900/\$975
21	SVOD Forecasts Update	September	£1000/€1200/\$1300
22	OTT TV and Video Databook	September	£750/€900/\$975
23	SVOD Databook	September	£750/€900/\$975
24	Pay TV Databook	September	£750/€900/\$975
25	Pay TV Forecasts Update	September	£1000/€1200/\$1300

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