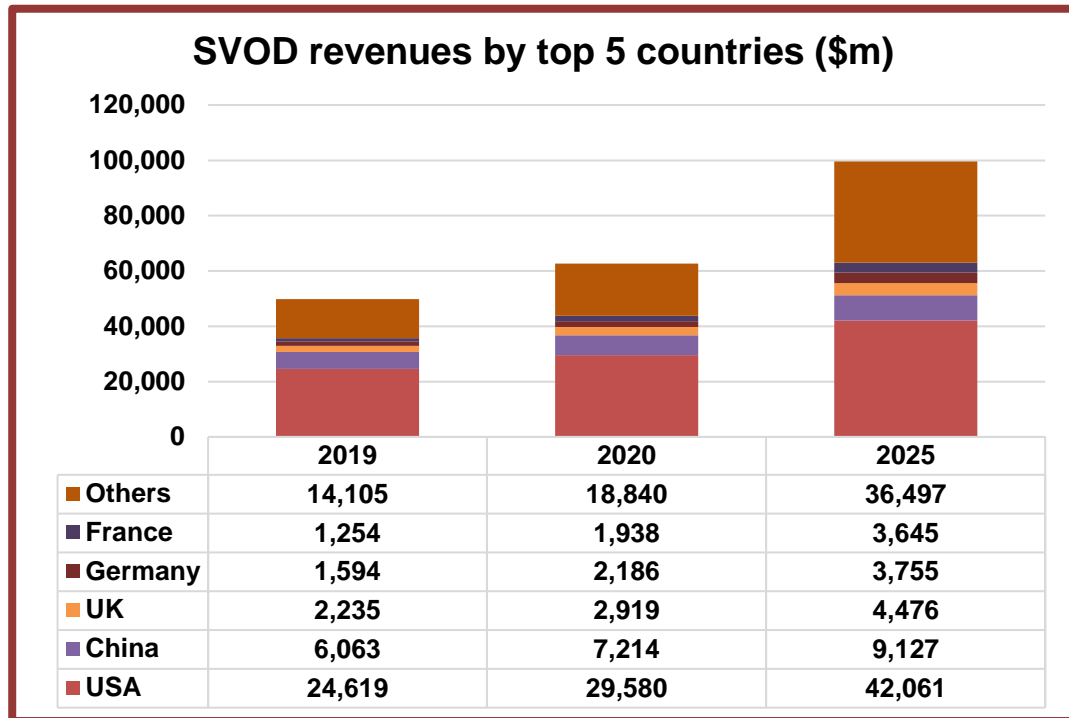


SVOD to generate \$100 billion

SVOD revenues for 138 countries will reach \$100 billion by 2025; double from the \$50 billion recorded in 2019. SVOD revenues will exceed \$1 billion in 16 countries by 2025; double from eight countries in 2019.



The US will remain the SVOD revenue leader by a considerable distance – adding nearly \$18 billion between 2019 and 2025 to take its total to \$42 billion. However, its share of global SVOD revenues will fall from 49% in 2019 to 42% in 2025.

The number of SVOD subscriptions will increase by 529 million between 2019 and 2025 to 1,170 million. China and the US will together account for 51% of the global total by 2025. This is down from 63% in 2019; indicating that other countries are growing faster.

Netflix, Disney+ and Amazon Prime Video will together control half the world's SVOD subscriptions by 2025. Disney+ will be the biggest winner by adding 142 million subscribers between 2019 and 2025 to take its total to 172 million. Netflix will add 91 million subscribers to total 263 million.

Simon Murray, Principal Analyst at Digital TV Research, said: "We believe that Disney+ will have a huge impact. However, we have lowered our 2025 forecasts by 30 million since our May edition. Analysis of Disney's June results showed a rapid deceleration in subscriber additions after an initial spike in its early launch countries. We expect this to be repeated elsewhere."

By 2025, a third of the world's TV households will have at least one SVOD subscription – up from a quarter at end-2019.

SVOD Forecasts Update

Table of Contents

Published in October 2020, this 264-page PDF and excel report contains extensive coverage of the SVOD sector (TV episodes and movies). Based on June 2020 results and updating major platform launches, the report comprises:

- Executive Summary.
- Major SVOD platforms, including subscriber and revenues estimates by 138 countries, regionally and globally (2010 to 2025), including Netflix, Amazon Prime Video, Disney+, HBO Max and Apple TV+.
- Insight profiles: globally and for 10 countries: Brazil, Canada, China, France, Germany, India, Japan, South Korea, UK, USA
- Forecasts for 138 countries and global overviews from 2010 to 2025

The report costs £1,600/€1,760/\$1,920 for a 1-5 user license.

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



Forecasts 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		



Forecasts (for each year from 2010 to 2025) contain this detail for the top 20 countries as well as global comparisons:

Sweden 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 bband HH																
SVOD subs/Smartphone users																
Net SVOD homes (000)																
SVOD homes/TVHH																
SVOD homes/Fixed bband HH																
SVOD subscns/SVOD homes																
SVOD revenues (US\$ mil.)																
SVOD subs by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay																
C More Play																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay																
C More Play																
Others																

Sweden SVOD 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 Video																
Disney+																
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Share of SVOD revenues by operator (%)																
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C More Play																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay																
C More Play																



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

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