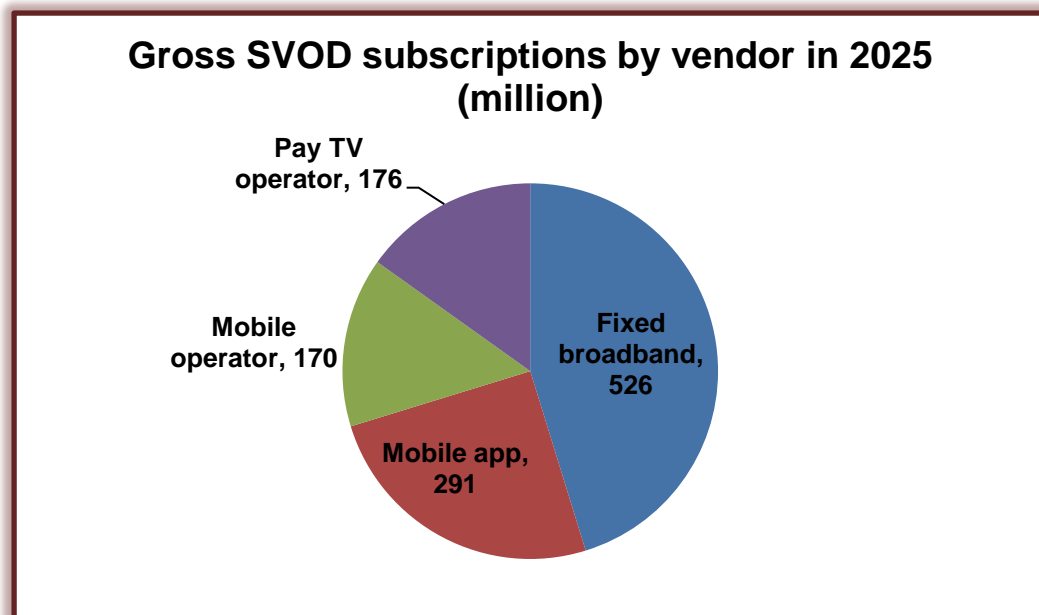


Smartphones to provide 40% of SVOD subscriptions

The SVOD sector is growing rapidly. There will be 1,161 million SVOD subscriptions by 2025; up from 642 million at end-2019.

However, global players cannot rely on direct fixed broadband subscriptions alone to boost numbers. SVOD subscriptions via direct fixed broadband connections will reach 526 million by 2025 – or 45% of the total. A further 176 million – 15% of the global total – will be achieved indirectly via partnerships with pay TV operators.



Fixed broadband penetration is low in many emerging markets, so smartphone connections are important. By 2025, 291 million SVOD subscriptions – or 25% of the global total – will come direct to the SVOD platforms via mobile apps.

Another 170 million – 15% of the global total – will come indirectly via mobile operators. Therefore, 40% of SVOD subscriptions will be through smartphones by 2025.

By 2025, 30% of global SVOD subscriptions – or 346 million – will be indirect either via a partnership with a mobile operator or through a distribution deal with a pay TV operator.

Simon Murray, Principal Analyst at Digital TV Research, said: “A major advantage to SVOD platforms of partnerships with local mobile or pay TV operators is immediate access to their subscribers. Local players can also undertake billing in local currencies. The operators gain commissions and kudos from carrying the SVOD platforms.”

Netflix has expanded the number of these partnerships rapidly in recent years. From the 493 operators surveyed, Netflix has deals with 111 of them. After a slow start, Amazon Prime Video is rapidly increasing its partnerships, with 52 recorded.

SVOD Forecasts by Vendor

Table of Contents

Published in July 2020, this 236-page PDF and excel report contains comprehensive coverage of SVOD subscriptions and revenues by vendor or sales source (direct fixed broadband, direct mobile app, indirect via mobile operator, indirect via pay TV operator). The report comprises:

- 32-page Executive Summary and Comparison Tables.
- List of major SVOD platforms by 493 mobile and pay TV operators
- Netflix carriage by mobile and pay TV operator by country
- Amazon Prime Video carriage by mobile and pay TV operator by country
- Disney+ carriage by mobile and pay TV operator by country
- Country-by-country forecasts from 2015 to 2025 [138 countries]

The report costs £1,200/€1,320/\$1,440 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 2015 to 2025) contain this detail for 138 countries:

Vietnam SVOD forecasts by vendor											
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Population (000)											
Total households (000)											
TV households (000)											
Fixed broadband households (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)											
<i>Direct fixed broadband</i>											
<i>Direct mobile app</i>											
<i>Indirect via mobile operator</i>											
<i>Indirect via pay TV operator</i>											
Net SVOD homes (000)											
<i>Direct fixed broadband</i>											
<i>Direct mobile app</i>											
<i>Indirect via mobile operator</i>											
<i>Indirect via pay TV operator</i>											
SVOD revenues (US\$ mil.)											
<i>Direct fixed broadband</i>											
<i>Direct mobile app</i>											
<i>Indirect via mobile operator</i>											
<i>Indirect via pay TV operator</i>											

Digital TV Research publication schedule

Title	Publication	Price
2020		
<u>SVOD Forecasts by Vendor</u>	July	£1200/€1320/\$1440
<u>Global Pay TV Operator Forecasts</u>	June	£1600/€1760/\$1920
<u>Global AVOD Forecasts</u>	May	£1600/€1760/\$1920
<u>Global Pay TV Subscriber Forecasts</u>	May	£1600/€1760/\$1920
<u>Global Pay TV Revenue Forecasts</u>	May	£1600/€1760/\$1920
<u>Global OTT TV & Video Forecasts</u>	May	£1800/€1980/\$2160
<u>Global SVOD Forecasts</u>	May	£1600/€1760/\$1920
<u>Western Europe OTT TV and Video Forecasts</u>	April	£1200/€1320/\$1440
<u>Western Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
<u>Eastern Europe OTT TV and Video Forecasts</u>	April	£1200/€1320/\$1440
<u>Eastern Europe Pay TV Forecasts</u>	April	£1200/€1320/\$1440
<u>Asia Pacific OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
<u>Asia Pacific Pay TV Forecasts</u>	March	£1200/€1320/\$1440
<u>Latin America OTT TV and Video Forecasts</u>	March	£1200/€1320/\$1440
<u>Latin America Pay TV Forecasts</u>	March	£1200/€1320/\$1440
<u>North America OTT TV and Video Forecasts</u>	March	£600/€660/\$720
<u>North America Pay TV Forecasts</u>	February	£600/€660/\$720
<u>SVOD Platform Forecasts</u>	February	£800/€880/\$960
<u>Africa Pay TV Forecasts</u>	January	£1200/€1320/\$1440
<u>Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa Pay TV Forecasts</u>	January	£1200/€1320/\$1440
<u>Middle East & North Africa OTT TV and Video Forecasts</u>	January	£1200/€1320/\$1440

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