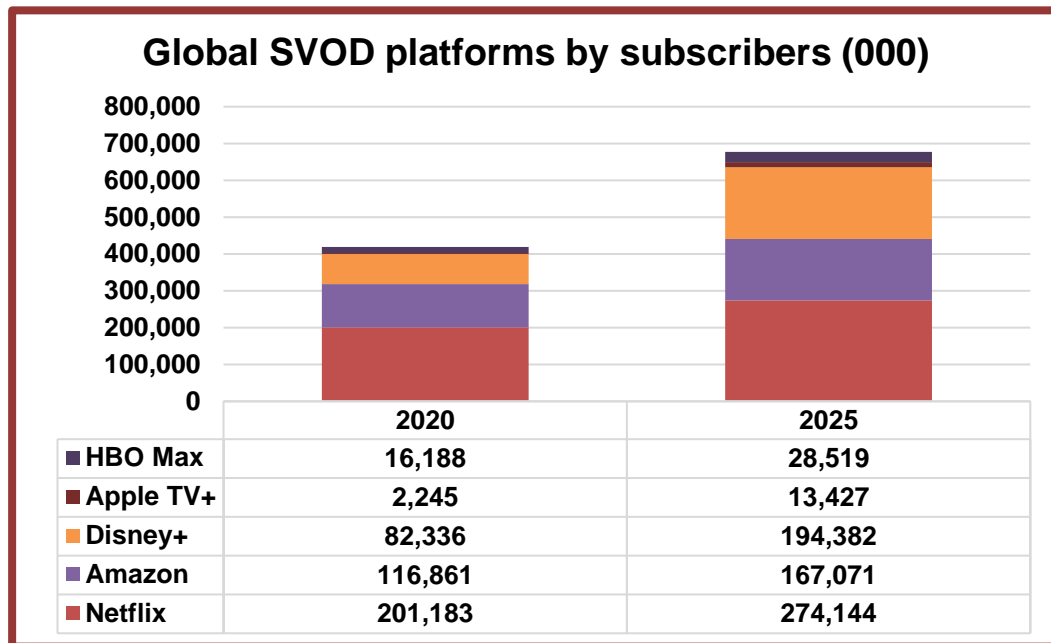


Disney+ to add 112 million subscribers

Based on September 2020 results, Digital TV Research expects five global platforms to have 678 million paying SVOD subscribers by 2025. Disney+ will add 112 million subscribers between 2020 and 2025 to take its total to 194 million. Netflix will increase by 73 million subscribers; revealing strong growth even for the longest established platform.



Source: Digital TV Research

Simon Murray, Principal Analyst at Digital TV Research, said: “Much of Disney+’ initial growth came from the US, mainly due to the attractive bundle of Disney+ with ESPN+ and Hulu. More recently, India’s Disney+ Hotstar subs count has rocketed due to its coverage of IPL cricket. The US and India will account for nearly half of Disney+’ subscriber base by 2025.”

Netflix’s revenues will reach \$37 billion by 2025 – up by \$17 billion on its 2019 total. Disney+ will generate \$13 billion by 2025 – impressive since it only started in November 2019. However, this is a lot lower than Netflix due to lower ARPUs charged in developing markets.

SVOD Platform Forecasts

Table of Contents

Published in November 2020 and based on September results, this 38-page PDF and excel report contains extensive coverage of the main global SVOD platforms. The report comprises two parts:

- 27-page PDF containing profiles of the global SVOD platforms, including Netflix, Amazon Prime Video, Disney+, Apple TV+, HBO Max, Peacock and Paramount+/ViacomCBS.
- Excel workbook for Netflix, Amazon Prime Video, Disney+, Apple TV+ and HBO Max; providing subscriber and revenue forecasts for every year for each of 138 countries from 2010 to 2025

The report costs £800/€880/\$960 for a 1-5 user license.

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



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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	November	£800/€880/\$960

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