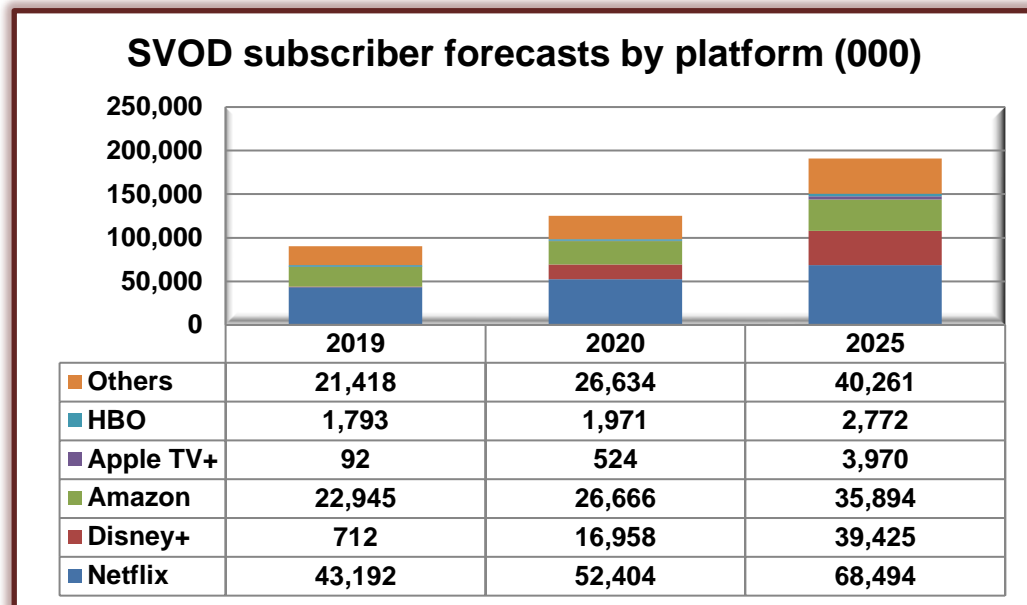


Western Europe to add 101 million SVOD subs

Western Europe will have 191 million SVOD subscriptions by 2025; more than double from 90 million at end-2019. About 35 million subscribers will be added in 2020 alone, with the Covid lockdown having a major effect.



Netflix will remain the largest platform, with 68.49 million paying subscribers expected by 2025. Despite adding 25 million subs between 2019 and 2025, Netflix will lose market share.

Disney+ has made a strong and immediate impact, given its brand recognition, low price and impressive content line-up. Disney+ launched in the remainder of Western European countries this month.

Simon Murray, Principal Analyst at Digital TV Research, said: "Disney+ will have a huge impact. However, we have downgraded Disney+ since our last forecasts in April. After strong early take-up and based on its June results, subscriber growth will decelerate rapidly. We have increased our forecasts for the 'other' category due to the wave of launches due from the likes of Hulu, Paramount+ and Peacock."

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

[Western Europe SVOD Forecasts](#)

Table of Contents

Published in September 2020 and based on June results, this 114-page PDF and excel report based on June 2020 results covers movies and TV episodes. The report comes in two parts:

- Insight: Regional overview and country analysis for Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the UK in a 68-page PDF document.
- Excel workbook covering each year from 2010 to 2025 for 18 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform;

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



Forecasts for the following 122 platforms across 18 countries:

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; Telenet Play; 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; Salto; MyCanal
Germany	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Ticket; Maxdome/Joyn; Magenta TV App; Horizon; Giga; RTL TV Now Premium
Iceland	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay
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; NPO Plus; NL Ziet; Ziggo Movies & Series
Norway	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Sumo
Portugal	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play
Spain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Orange Cine; Movistar+ Lite; MiTele Plus; Atresplayer Prem
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	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X/Now TV; Britbox; ITV Hub+

SAMPLE: Finland 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)																
<i>SVOD subs/TVHH</i>																
<i>SVOD subs/Fixed bband HH</i>																
<i>SVOD subs/Smartphone users</i>																
Net SVOD homes (000)																
<i>SVOD homes/TVHH</i>																
<i>SVOD homes/Fixed bband HH</i>																
<i>SVOD subscrns/SVOD homes</i>																
SVOD revenues (US\$ mil.)																
SVOD subscribers by operator (000)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay/Elisa Viide																
C More																
Others																
Share of SVOD subscribers by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay/Elisa Viide																
C More																
Others																



SAMPLE: Finland 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+																
Apple TV+																
HBO																
Viaplay/Elisa Viide																
C More																
Others																
Share of SVOD revenues by operator (%)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay/Elisa Viide																
C More																
Others																
SVOD ARPU by operator (\$)																
Netflix																
Amazon Prime Video																
Disney+																
Apple TV+																
HBO																
Viaplay/Elisa Viide																
C More																



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	December	£1200/€1320/\$1440
36	SVOD Platform Forecasts	December	£800/€880/\$960

[PLEASE CLICK HERE FOR MORE INFORMATION ON OUR LATEST PUBLICATIONS](#)

[PLEASE CLICK HERE TO ACCESS OUR CORPORATE BROCHURE](#)

Discounts are available for multiple report purchases and annual subscriptions.

Please contact lydia@digitaltvresearch.com



digital TV research