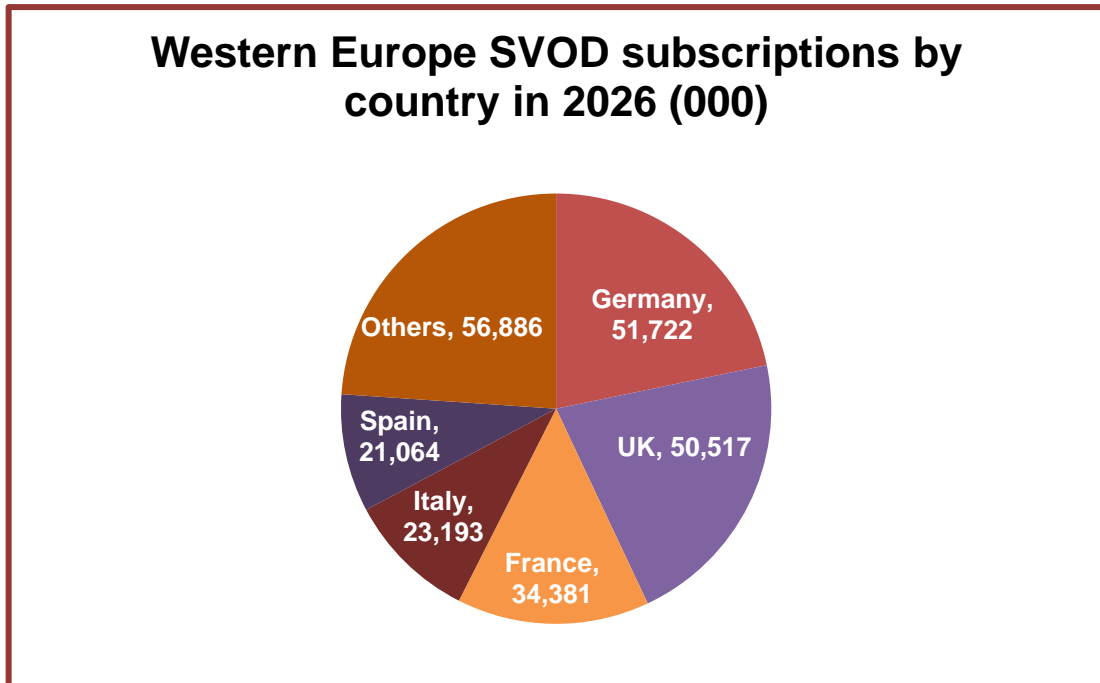


## Germany to overtake the UK by SVOD subs

Germany will overtake the UK in 2025. Germany will have 52 million SVOD subscriptions by 2026, with the UK just behind with 51 million.



There will be 238 million SVOD subscriptions across 18 Western European countries by 2026, up from 167 million at end-2021. From the 71 million additions over this period, the UK will contribute 9 million, Germany 17 million, Italy 10 million and France 10 million.

Netflix will remain the largest SVOD platform, with 67 million paying subscribers by 2026, up by 10 million at end-2021. Disney+ will have 53 million subscribers by 2026; double from 2021. Amazon Prime Video will remain just ahead of Disney+.

Simon Murray, Principal Analyst at Digital TV Research, said: “HBO Max will have a limited impact in Western Europe, with 3.2 million paying subscribers across seven countries by 2026. It is not expected to start in several key European countries due to existing long-term deals with pay TV operators.”

# [Western Europe SVOD Forecasts](#)

## Table of Contents

Published in September 2021 and based on June results, this 117-page PDF and excel report based on June 2021 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 74-page PDF document.
- Excel workbook covering each year from 2010 to 2026 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](mailto:lydia@digitaltvresearch.com)



## Forecasts for the following 119 platforms across 18 countries:

Country	SVOD ops	SVOD Platforms
<b>Austria</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X; Joyn; RTL+
<b>Belgium</b>	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Streamz; Proximus
<b>Denmark</b>	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play
<b>Finland</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
<b>France</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; OCS; Salto; MyCanal
<b>Germany</b>	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Ticket; Joyn; Magenta TV App; Giga; RTL+
<b>Iceland</b>	5	Netflix; Amazon Prime Video; Disney+; HBO; Viaplay
<b>Ireland</b>	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Now
<b>Italy</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now; TIMVision; Mediaset Infinity
<b>Luxembourg</b>	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
<b>Malta</b>	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
<b>Netherlands</b>	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland Unlimited; NPO Plus; NL Ziet; Ziggo Movies & Series
<b>Norway</b>	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play
<b>Portugal</b>	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play
<b>Spain</b>	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Movistar+ Lite; MiTele Plus; Atresplayer Prem
<b>Sweden</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More
<b>Switzerland</b>	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Premium Plus; Blue+
<b>UK</b>	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now; Britbox; ITV Hub+



## SAMPLE: Finland SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Population (000)																	
Total households (000)																	
TV households (000)																	
Fixed broadband hholds (000)																	
Smartphone subscribers (000)																	
Tablet subscribers (000)																	
<i>TV HH/Total HH</i>																	
<i>Fixed broadband HH/Total HH</i>																	
<i>Smartphone subs/Population</i>																	
<i>Tablet subs/Population</i>																	
SVOD revenues (US\$ mil.)																	
SVOD revenues/Population \$																	
SVOD revs/SVOD subscriber \$																	
Net SVOD homes (000)																	
<i>SVOD homes/TVHH</i>																	
<i>SVOD homes/Fixed bband HH</i>																	
<i>SVOD subscriptions/SVOD homes</i>																	
Gross SVOD subscriptions (000)																	
<i>SVOD subs/TVHH</i>																	
<i>SVOD subs/Fixed bband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	
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	2026
<b>SVOD revenues by operator (US\$ mil.)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
HBO																	
Viaplay/Elisa Viide																	
C More																	
Others																	
<b>Share of SVOD revenues by operator (%)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
HBO																	
Viaplay/Elisa Viide																	
C More																	
Others																	
<b>SVOD ARPU by operator (\$)</b>																	
Netflix																	
Amazon Prime Video																	
Disney+																	
Apple TV+																	
HBO																	
Viaplay/Elisa Viide																	
C More																	
<i>Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.</i>																	



## Digital TV Research publication schedule for 2021

Title	Publication	Price
1 <a href="#">Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
2 <a href="#">Africa OTT TV and Video Forecasts</a>	January	£1200/€1320/\$1440
3 <a href="#">Middle East &amp; North Africa Pay TV Forecasts</a>	January	£1200/€1320/\$1440
4 <a href="#">Middle East &amp; North Africa OTT TV and Video Forecasts</a>	February	£1200/€1320/\$1440
5 <a href="#">SVOD Platform Forecasts Update</a>	February	£800/€880/\$960
6 <a href="#">North America Pay TV Forecasts</a>	February	£600/€660/\$720
7 <a href="#">North America OTT TV and Video Forecasts</a>	February	£600/€660/\$720
8 <a href="#">Latin America Pay TV Forecasts</a>	March	£1200/€1320/\$1440
9 <a href="#">Latin America OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
10 <a href="#">Asia Pacific Pay TV Forecasts</a>	March	£1200/€1320/\$1440
11 <a href="#">Asia Pacific OTT TV and Video Forecasts</a>	March	£1200/€1320/\$1440
12 <a href="#">Eastern Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
13 <a href="#">Eastern Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
14 <a href="#">Western Europe Pay TV Forecasts</a>	April	£1200/€1320/\$1440
15 <a href="#">Western Europe OTT TV and Video Forecasts</a>	April	£1200/€1320/\$1440
16 <a href="#">Global OTT TV &amp; Video Forecasts</a>	May	£1800/€1980/\$2160
17 <a href="#">Global SVOD Forecasts</a>	May	£1600/€1760/\$1920
18 <a href="#">Global Pay TV Subscriber Forecasts</a>	May	£1600/€1760/\$1920
19 <a href="#">Global Pay TV Revenue Forecasts</a>	May	£1600/€1760/\$1920
20 <a href="#">Global Pay TV Operator Forecasts</a>	June	£1600/€1760/\$1920
21 <a href="#">Global AVOD Forecasts</a>	June	£1600/€1760/\$1920
22 <a href="#">Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
23 <a href="#">Middle East &amp; North Africa SVOD Forecasts</a>	August	£1000/€1200/\$1300
24 <a href="#">Asia Pacific SVOD Forecasts</a>	September	£1000/€1200/\$1300
25 <a href="#">Latin America SVOD Forecasts</a>	September	£1000/€1200/\$1300
26 <a href="#">North America SVOD Forecasts</a>	September	£500/€600/\$650
27 <a href="#">Eastern Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
28 <a href="#">Western Europe SVOD Forecasts</a>	September	£1000/€1200/\$1300
29 <a href="#">SVOD Forecasts Update</a>	October	£1600/€1760/\$1920
30 <a href="#">Pay TV Forecasts Update</a>	November	£1600/€1760/\$1920
31 <a href="#">SVOD Platform Forecasts Update</a>	December	£800/€880/\$960

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