



# digital TV research

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**January 2018**

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22 <a href="#">Global OTT TV &amp; Video Forecasts</a>	October	£1800/€2160/\$2340
23 <a href="#">Global AVOD Forecasts</a>	October	£1000/€1200/\$1300
24 <a href="#">Global SVOD Forecasts</a>	October	£1500/€1800/\$1950
25 <a href="#">Online TV Piracy Forecasts</a>	November	£1200/€1440/\$1560
26 <a href="#">SVOD Digest</a>	November	£500/€600/\$650
27 <a href="#">OTT &amp; Pay TV Forecasts</a>	December	£1500/€1800/\$1950

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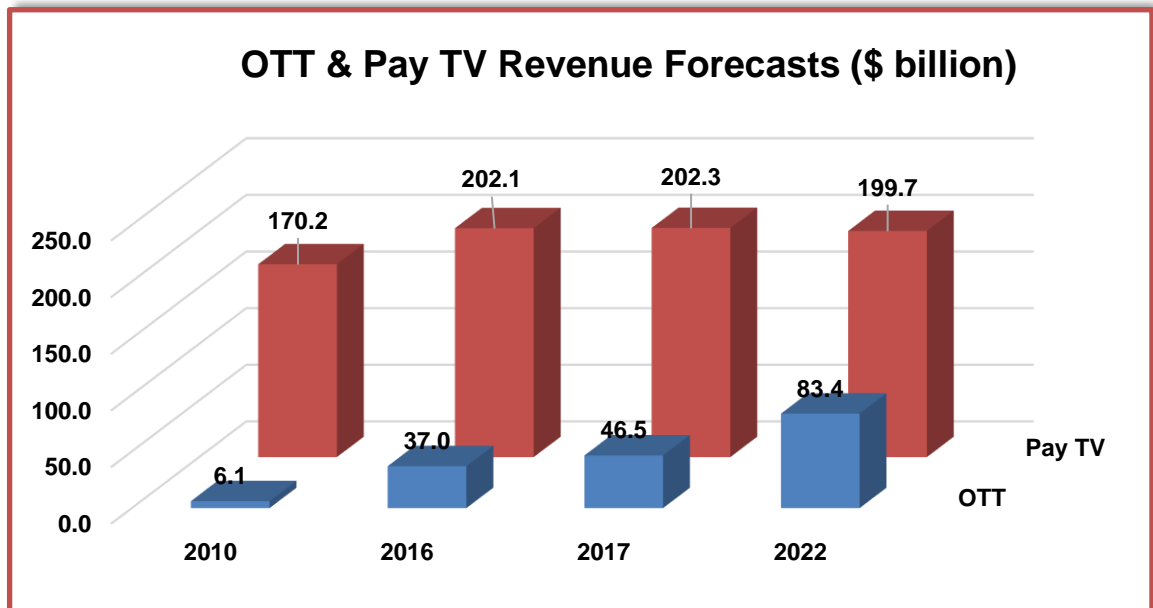
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**January 2018**

## OTT and Pay TV to bring in \$283 billion

Covering 138 countries, pay TV revenues [subscriptions and PPV] and OTT revenues [AVOD, SVOD, TVOD and DTO] combined will reach \$283 billion by 2022; up by 18% from \$239 billion in 2016, according to [the OTT and Pay TV Forecasts report](#).



*Source: Digital TV Research*

OTT's contribution to the revenue total will increase from 15% in 2016 to 29% in 2022. Its revenues will more than double over this period. OTT revenues will represent 42% of the pay TV total by 2022, up from 18% only in 2016.

Pay TV revenues will fall over the same period, although the decline will be very low.

SVOD subscriptions will reach half the pay TV total by 2022 – up from 27% in 2016. SVOD subscriptions increased tenfold between 2010 and 2016, and will double by 2022 to 546 million.

Pay TV is not dead, with more than 1 billion subscribers forecast by 2022. North America will lose subscribers, and Europe will be virtually flat. However, the Asia Pacific region will increase by 92 million subscribers between 2016 and 2022.

China will add 40 million subs; taking its total to 353 million. India will bring in an extra 30 million subscribers; pushing its total to 179 million. China and India together will account for half the global pay TV subscribers by 2022.

For more information [on the OTT and Pay TV Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

## Asia Pacific AVOD to top North America by 2021

Advertising expenditure attributed to OTT TV episodes and movies (AVOD) will double between 2017 and 2022 to reach \$29 billion for 138 countries, according to [the Global AVOD Forecasts report](#).

Asia Pacific will overtake North America as the leading AVOD region in 2021. Asia Pacific and North America will together account for 77% of the global total by 2022, with Western Europe bringing in a further 16%. Online TV and video advertising has been boosted in recent years by the rapid growth in mobile advertising.

Top five countries by AVOD expenditure (\$ million)					
Ranking	Country	2017	Ranking	Country	2022
1	USA	6,070	1	USA	9,961
2	China	2,276	2	China	7,267
3	United Kingdom	987	3	United Kingdom	1,692
4	Japan	802	4	Japan	1,518
5	Australia	452	5	India	883

Source: Digital TV Research

The US will remain the largest AVOD country, but China will have considerably closed the gap by 2022. China's ad revenues will climb by \$5 billion between 2017 and 2022. The US will add nearly \$4 billion.

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

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12	<b>Pay TV Databook</b>	<i>July</i>	£800/€960/\$1040
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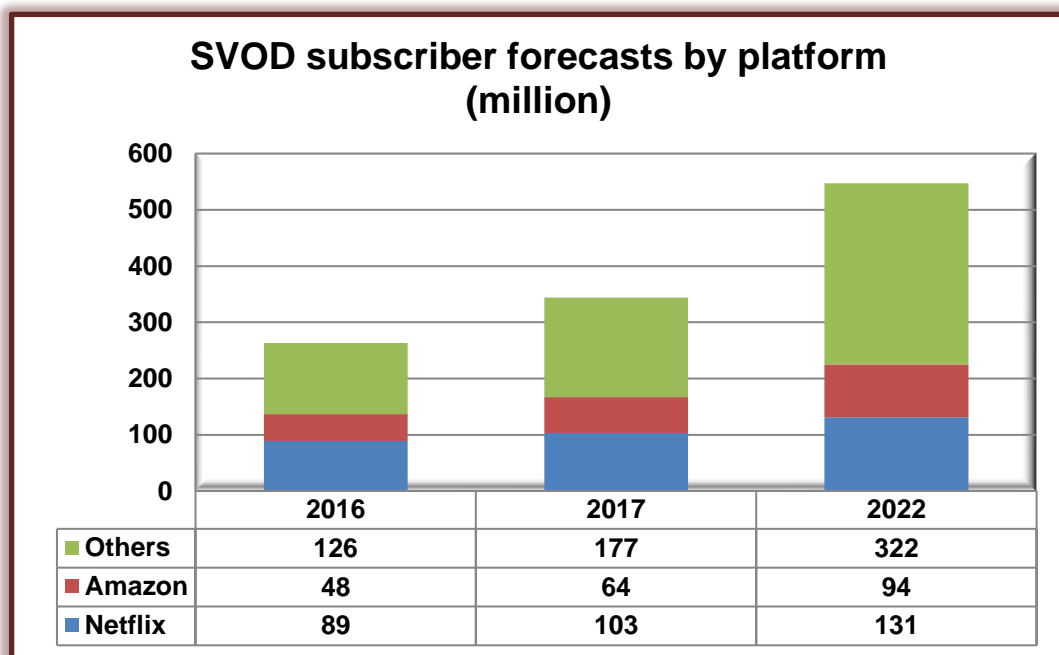
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## Asia Pacific SVOD overtakes North America

SVOD [subscription video on demand] subscriptions are forecast to reach 546 million by 2022; double the 263 million recorded by end-2016, according to [the Global SVOD Forecasts report](#) which covers 621 platforms in 138 countries.

Subscriptions in the Asia Pacific region will overtake North America in 2017. Asia Pacific will account for 43% of global SVOD subs by 2022, with North America supplying 31%. These proportions were 35% and 43% respectively in 2016.



*Source: Digital TV Research*

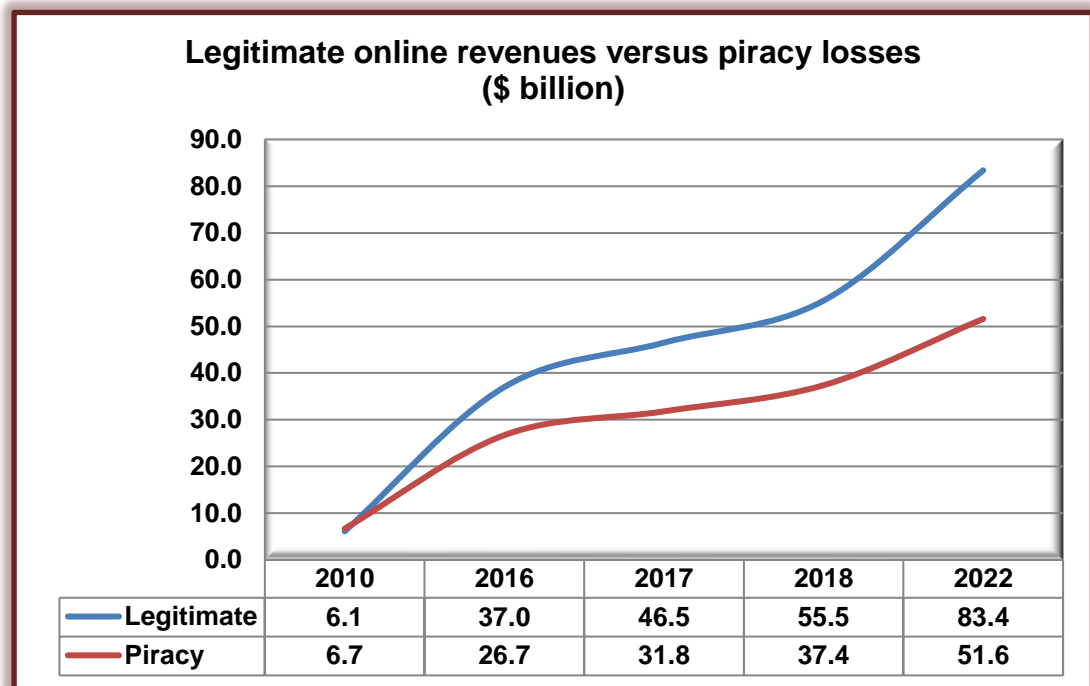
Simon Murray, Principal Analyst at Digital TV Research, said: “Netflix’s dominance of global SVOD is falling – from a third the global subscribers in 2016 to a quarter by 2022. However, the company will enjoy considerable growth – adding 28 million subs between 2017 and 2022.”

Netflix’s share of global SVOD revenues will fall from 45% in 2017 and to 40% by 2022. Despite the falling market shares, Netflix’s revenues will increase by 55% between 2017 and 2022. Total global SVOD revenues will more than double from \$17 billion in 2016 to \$41 billion in 2022.

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

## Online TV & movie piracy losses to soar to \$52 billion

Revenues lost to online piracy will nearly double between 2016 and 2022 to \$51.6 billion, according to [the Online TV Piracy Forecasts report](#). Covering 138 countries, these forecasts include revenues lost to TV episodes and movies – but not other sectors such as sports or pay TV.



Source: Digital TV Research

Simon Murray, Principal Analyst at Digital TV Research, said: “Piracy will never be eradicated. However, it is not all bad news. Piracy growth rates will decelerate as more effective government action is taken and as the benefits of legal choices become more apparent.”

He continued: “Legitimate revenues from OTT TV episodes and movie overtook online piracy losses as far back as 2013. The gap between the two measures is widening.”

Asia Pacific will become the largest region for online piracy in 2018 – overtaking North America. Asia Pacific’s piracy losses will double between 2016 and 2022 to nearly \$20 billion.

Top five countries by online TV and movie revenues lost to piracy (\$ million)					
Ranking	Country	2016	Ranking	Country	2022
1	USA	8,943	1	USA	11,583
2	China	4,236	2	China	9,778
3	Brazil	1,486	3	India	3,078
4	United Kingdom	1,097	4	Brazil	2,584
5	South Korea	948	5	Mexico	1,576

Source: Digital TV Research

Online TV piracy is spreading worldwide. The top five countries represented 63% of the 2016 total, but this proportion will fall to 55% by 2022. Eight countries will record revenue losses of more than \$1 billion in 2022 – double the 2016 count.

The US will remain the largest country by piracy losses, with \$11.6 billion forecast by 2022. However, this is “only” up by \$2.6 billion or 30% on 2016.

China has taken measures to combat piracy, but it is still a major problem. Its revenue losses will climb by \$5.5 billion between 2016 and 2022 to \$9.8 billion. However, China’s gap between legitimate revenues versus piracy losses will improve from a deficit of \$1.2 billion in 2016 to a surplus of \$2.4 billion in 2022.

The problem will not be dealt with as effectively elsewhere. India will climb from eighth in the 2016 rankings (\$700 million losses) to third in 2022 (\$3.1 billion losses). Brazil will add \$1.1 billion in losses over the same period.

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



## OTT TV episode & movie revenues to reach \$83 billion

Online TV episode and movie revenues for 138 countries will reach \$83 billion in 2022; more than double the \$37 recorded billion in 2016. [The Global OTT TV & Video Forecasts report](#) estimates that \$9 billion will be added in 2017 alone.

Top five countries by online TV & video revenues (\$ million)					
Ranking	Country	2017	Ranking	Country	2022
1	USA	21,618	1	USA	33,094
2	China	4,670	2	China	12,222
3	Japan	2,944	3	Japan	4,409
4	United Kingdom	2,656	4	United Kingdom	4,249
5	Germany	1,337	5	Germany	2,301

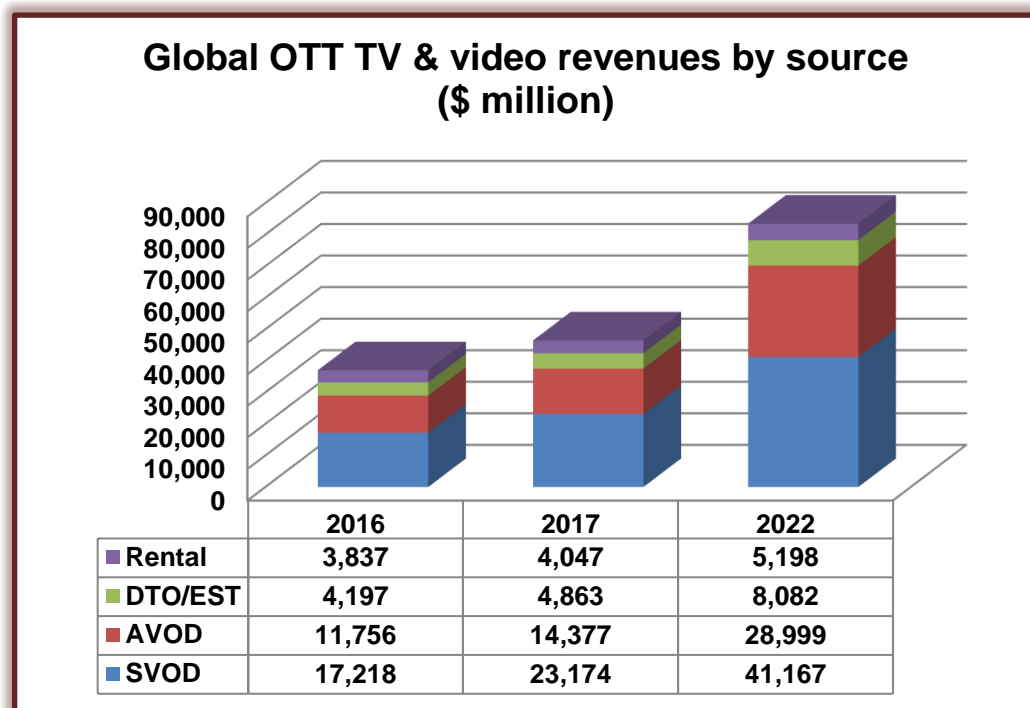
Source: Digital TV Research

The US will remain the dominant territory for online TV and video revenues by some distance. However, the US share of the global market will fall from 51% in 2016 to 40% in 2022.

Contributing half the Asia Pacific total, China will add a further \$7.6 billion, with its total revenues reaching \$12 billion in 2022.

Simon Murray, Principal Analyst at Digital TV Research, said: “OTT revenues will exceed \$1 billion in 14 countries by 2022; double the count at end-2017. The top five nations will command two-thirds of global revenues.”

SVOD [subscription video on-demand] became the largest OTT revenue source in 2013. It will generate half of the OTT revenues by 2022. SVOD will add \$24 billion in revenues between 2016 and 2022, with AVOD up by \$17 billion. AVOD will total \$29 billion by 2022; up from \$12 billion in 2016.



Source: Digital TV Research

For more information [on the Global OTT TV and Video Forecasts report](#), please contact: Simon Murray, [simon@digitaltvresearch.com](mailto:simon@digitaltvresearch.com), Tel: +44 20 8248 5051

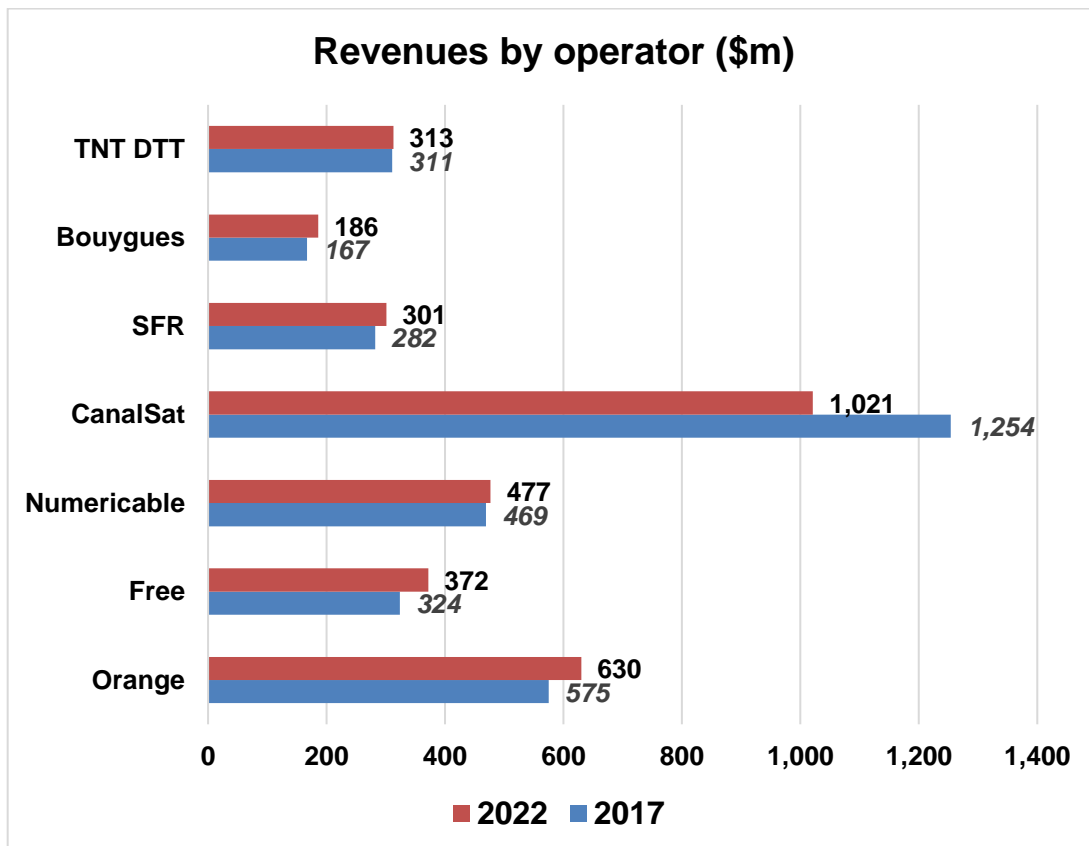
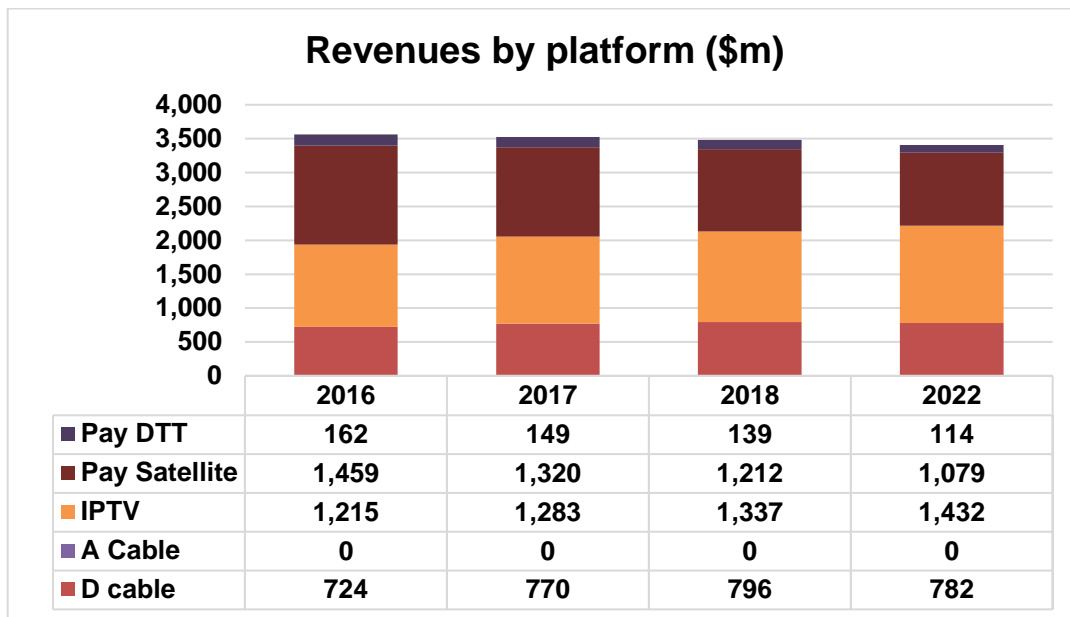


### Malaysia SVOD digest

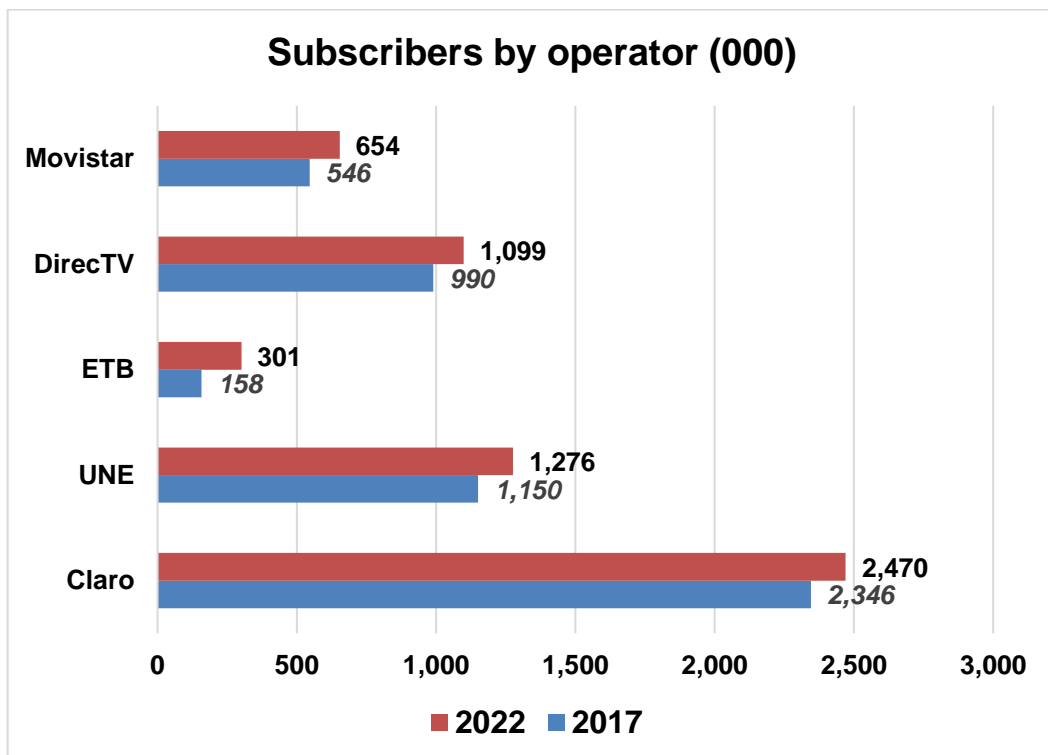
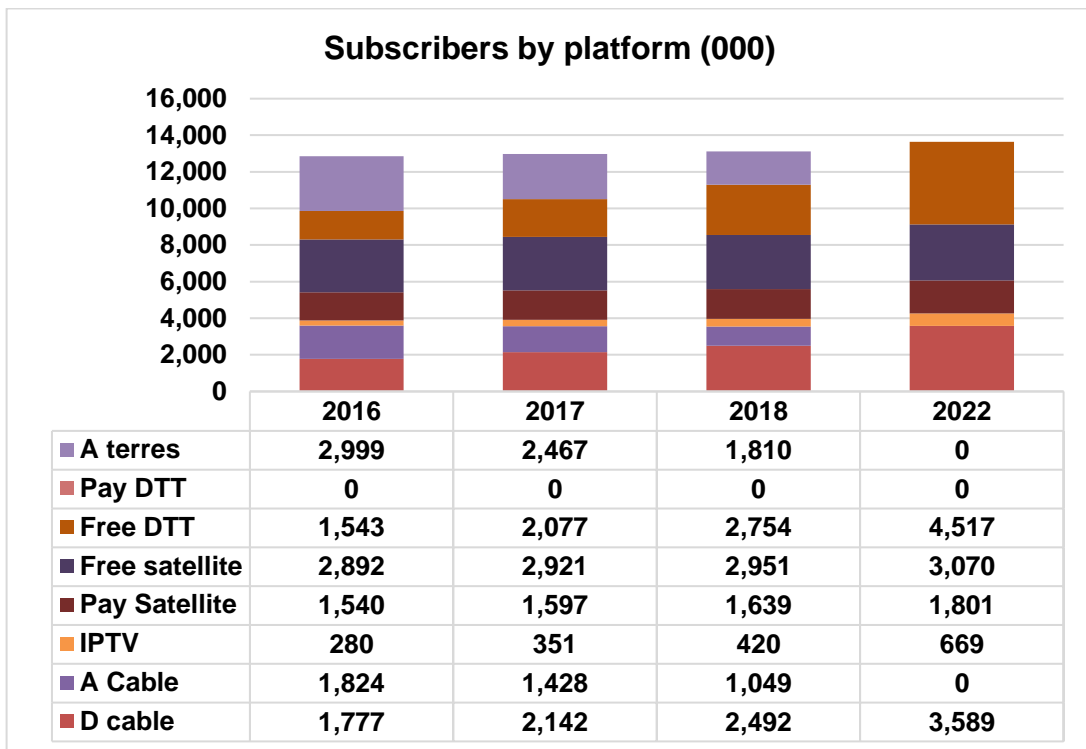
Platform	Start date/ ownership	Monthly Fees	Subscribers (Dec 17, 000)	Distributors	Notes
Netflix	Jan 2016	MYR33-51	41	Maxis	More expensive than its rivals
Amazon Prime	Nov 2016	\$5.99	17	-	Little local content
Iflix	May 2015 Catcha/Evoln	MYR10	143	Maxis, Digi, Telekom Malay	20,000 hours of content. 220 content partners. Original content soon
Tonton VIP	Apr 2016 Media Prima	MYR10	55	Maxis, Digi, Telekom Malay, Celcom, UMobile	30,000 hours of content. Some episodes screened before they appear on Media Prima's FTA channels.
Dimsum	Nov 2016 SMG Ent	MYR15.90	44	Digi, Maxis, Celcom	10,000 hours of content.
Viu	Feb 2016 PCCW	MYR10	11	Maxis, Digi, Telekom Malay	20,000 hours of content. Free to top TM subs. Hong Kong owned
OD Plus	Oct 2015 Astro	MYR12	-	Astro	Free to Astro subs. 1,000 hours of content. Also free content and rentals



## France pay TV revenue prospects



## Colombia pay TV subscriber prospects



## Australia OTT TV & Video prospects

