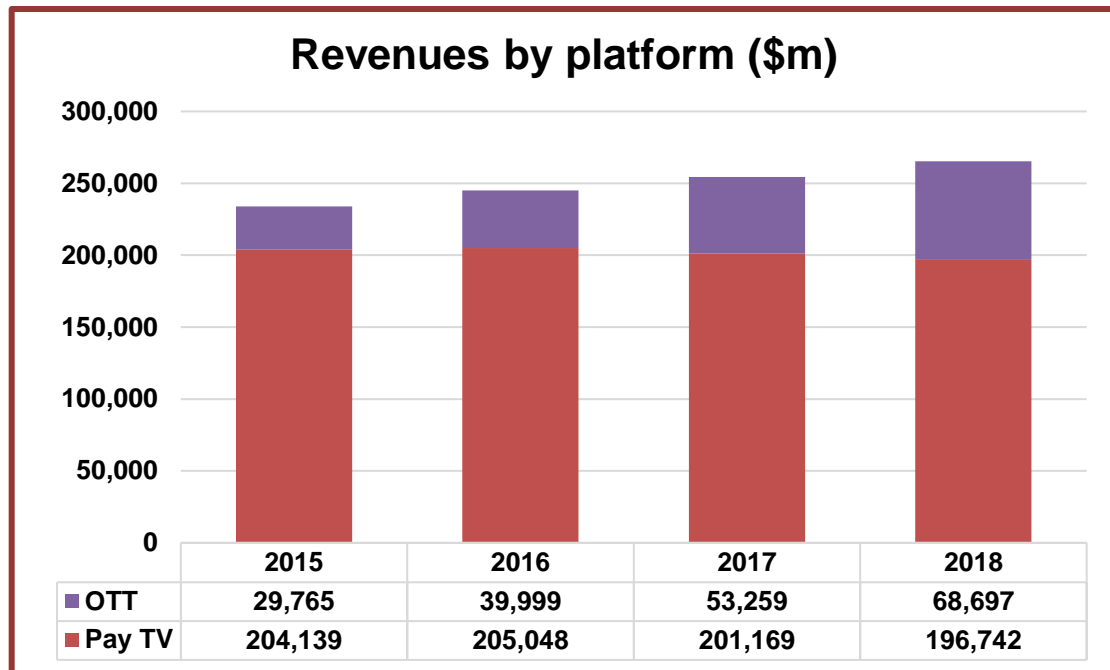


Global TV revenues grow to \$265 billion

Global revenues from traditional pay TV and OTT TV episodes and movies will reach \$265 billion in 2018; up from \$254 billion in 2017 and \$234 billion in 2015.



Simon Murray, Principal Analyst at Digital TV Research, said: “This growth comes despite pay TV revenues falling by \$4.4 billion in 2018. OTT TV episode and movie revenues, including AVOD, will climb by \$15.4 billion in 2018. So, OTT’s share of the total will double from 13% in 2015 to 26% in 2018.”

Despite pay TV revenues falling according to [the TV Databook report](#), the number of subscribers continues to rise – reaching 1,032 million by end-2018, up from 922 million in 2015.

The total number of TV subscriptions will reach 1.51 billion by end-2018; up by 38% from 1.09 billion in 2015. SVOD subscriptions will climb by 304 million over the same period to reach 474 million. Therefore, SVOD’s share of the total will double from 16% in 2015 to 31% in 2018.

TV Databook

The traditional pay TV and the OTT streaming worlds are rapidly converging. Published in October 2018, [the 57-page, 112-charts TV Databook report](#) provides a succinct overview of developments for senior executives in PowerPoint chart format (with a PDF of all of the charts provided).

Price: £1,000/€1,200/\$1,300

For more information, please contact lydia@digitaltvresearch.com

The report provides the following charts:

Global

- Global pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Global pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Global pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Global pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- Global OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- Global SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- Global SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018



Asia Pacific

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018

Eastern Europe

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018



Latin America

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018

Middle East & North Africa

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018

North America

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by major countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by major countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by major countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by major countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by major countries for 2015, 2016, 2017 and 2018

Sub-Saharan Africa

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV revenues by top five countries for 2015, 2016, 2017 and 2018
- Pay TV subscribers by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
- Pay TV subscribers by top five countries for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by source (AVOD, TVOD, DTO, SVOD) for 2015, 2016, 2017 and 2018
- OTT TV & video revenues by top five countries for 2015, 2016, 2017 and 2018
- SVOD subscribers by operator for 2015, 2016, 2017 and 2018
- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018



Western Europe

- Pay TV and OTT TV revenues by source for 2015, 2016, 2017 and 2018
- Pay TV and SVOD subscribers for 2015, 2016, 2017 and 2018
- Breakdown of TV households by platform (digital cable, analog cable, IPTV, pay satellite TV, free-to-air satellite TV, analog terrestrial, free-to-air DTT and pay DTT) for 2015, 2016, 2017 and 2018
- Device penetration (Population, households, TV households, fixed broadband subs, smartphone users, tablet users. 2015, 2016, 2017 and 2018)
- Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2015, 2016, 2017 and 2018
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- SVOD subscribers by top five countries for 2015, 2016, 2017 and 2018
- SVOD revenues by operator for 2015, 2016, 2017 and 2018
- SVOD revenues by top five countries for 2015, 2016, 2017 and 2018

Digital TV Research publication schedule for 2018

	Title	Publication	Price
1	Sub-Saharan Africa Pay TV Forecasts	January	£1200/€1440/\$1560
2	Middle East & North Africa Pay TV Forecasts	January	£1200/€1440/\$1560
3	Asia Pacific Pay TV Forecasts	April	£1200/€1440/\$1560
4	Latin America Pay TV Forecasts	March	£1200/€1440/\$1560
5	North America Pay TV Forecasts	March	£500/€600/\$650
6	Eastern Europe Pay TV Forecasts	March	£1200/€1440/\$1560
7	Western Europe Pay TV Forecasts	March	£1200/€1440/\$1560
8	Global Pay TV Subscriber Forecasts	April	£1500/€1800/\$1950
9	Global Pay TV Revenue Forecasts	April	£1500/€1800/\$1950
10	Global Pay TV Operator Forecasts	April	£1500/€1800/\$1950
11	Pay TV Subscriber Prospects	May	£800/€960/\$1040
12	Pay TV Revenue Prospects	May	£800/€960/\$1040
13	vMVPD and D2C TV Forecasts	May	£900/€1,080/\$1170
14	Netflix Forecasts	May	£700/€840/\$910
15	Sub-Saharan Africa OTT TV & Video Forecasts	June	£1000/€1200/\$1300
16	Middle East & North Africa OTT TV & Video Forecasts	July	£1000/€1200/\$1300
17	Asia Pacific OTT TV & Video Forecasts	July	£1000/€1200/\$1300
18	Latin America OTT TV & Video Forecasts	August	£1000/€1200/\$1300
19	North America OTT TV & Video Forecasts	August	£500/€600/\$650
20	Eastern Europe OTT TV & Video Forecasts	August	£1000/€1200/\$1300
21	Western Europe OTT TV & Video Forecasts	October	£1000/€1200/\$1300
22	Global OTT TV & Video Forecasts	October	£1800/€2160/\$2340
23	Global SVOD Forecasts	October	£1500/€1800/\$1950
24	TV Forecasts	October	£1500/€1800/\$1950
25	Western Europe TV Outlook	October	£1000/€1200/\$1300
26	TV Databook	October	£1000/€1200/\$1300
27	SVOD Outlook by Country	November	£1000/€1200/\$1300

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