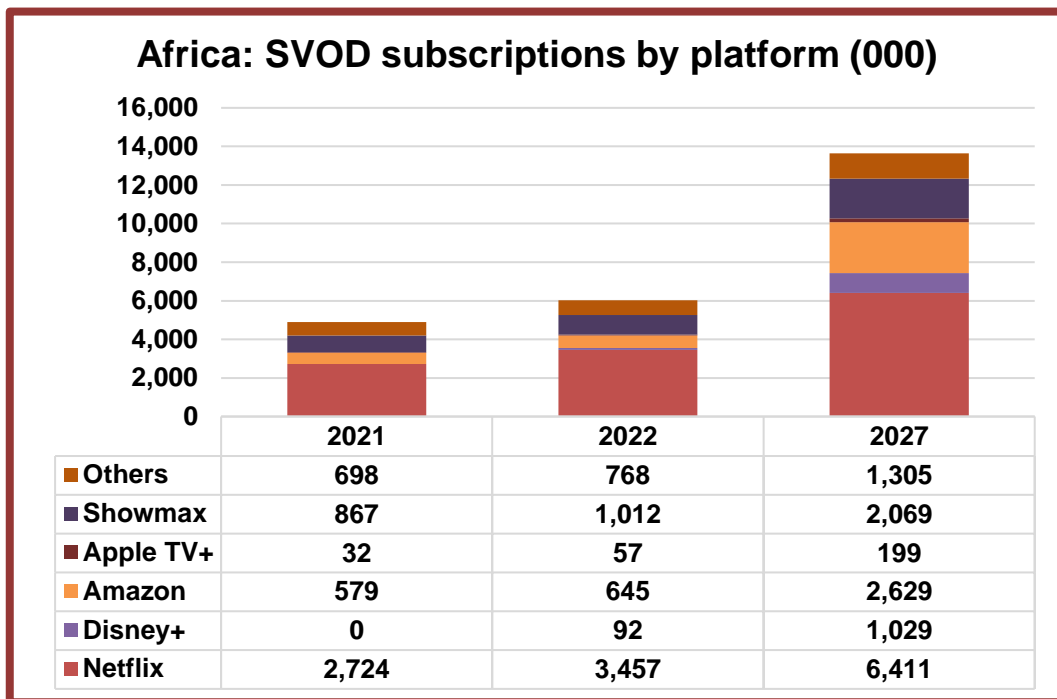


Africa SVOD subscriptions to triple

Africa will have 13.64 million paying SVOD subscriptions by 2027, up from 4.90 million at end-2021. Only 6.6% of TV households will pay for at least one subscription by 2027 – up from 3.9% at end-2021.

Simon Murray, Principal Analyst at Digital TV Research, said: “As well as low broadband penetration and low disposable incomes, limited rollout by several global platforms restricts growth. Disney+ will only launch in South Africa and Nigeria. Paramount+ is only likely to start in South Africa. HBO Max will not be a standalone platform in Africa.”



Netflix will remain the SVOD market leader, with 6.41 million subscribers by 2027 – or 48% of the region’s total. Given its limited rollout, Disney+ will only have 1 million subscriptions by 2027. Amazon Prime will start in Nigeria and South Africa in 2023. We forecast 2.63 million Amazon Prime Video subscribers by 2027.

[Africa SVOD Forecasts](#)

Table of Contents

Published in August 2022, this 134-page report covers SVOD movie and TV episode developments. It comes in two parts:

- Insight: Africa overview as well as detailed country analysis for 35 countries in a 76-page PDF document.
- A 58-page Excel workbook covering each year from 2010 to 2027 for 35 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 109 platforms in the following 35 countries:

Country	SVOD ops	SVOD Platforms
Angola	2	Netflix; Amazon
Benin	2	Netflix; Amazon
Botswana	4	Netflix; Amazon; Apple TV+; Showmax
Burkina Faso	2	Netflix; Amazon
Burundi	4	Netflix; Amazon; Apple TV+; Showmax
Cameroon	3	Netflix; Amazon; Showmax
CAR	3	Netflix; Amazon; Showmax
Chad	3	Netflix; Amazon; Showmax
DR Congo	3	Netflix; Amazon; Showmax
Rep Congo	3	Netflix; Amazon; Showmax
Cote d'Ivoire	3	Netflix; Amazon; Showmax
Eq. Guinea	3	Netflix; Amazon; Showmax
Ethiopia	3	Netflix; Amazon; Showmax
Gabon	3	Netflix; Amazon; Showmax
Gambia	4	Netflix; Amazon; Apple TV+; Showmax
Ghana	4	Netflix; Amazon; Apple TV+; Showmax
Guinea	3	Netflix; Amazon; Showmax
Kenya	3	Netflix; Amazon; Showmax
Liberia	3	Netflix; Amazon; Showmax
Madagascar	3	Netflix; Amazon; Showmax
Malawi	3	Netflix; Amazon; Showmax
Mali	2	Netflix; Amazon
Mozambique	3	Netflix; Amazon; Showmax
Namibia	4	Netflix; Amazon; Apple TV+; Showmax
Niger	3	Netflix; Amazon; Apple TV+
Nigeria	4	Netflix; Amazon; Disney+; Showmax
Rwanda	3	Netflix; Amazon; Showmax
Senegal	3	Netflix; Amazon; Showmax
Sierra Leone	2	Netflix; Amazon
South Africa	6	Netflix; Amazon; Disney+; Paramount+; Apple TV+; Showmax;
Tanzania	3	Netflix; Amazon; Showmax
Togo	2	Netflix; Amazon
Uganda	4	Netflix; Amazon; Apple TV+; Showmax
Zambia	3	Netflix; Amazon; Showmax
Zimbabwe	3	Netflix; Amazon; Showmax



SAMPLE: Ghana SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Population (000)																		
Total households (000)																		
TV households (000)																		
Fixed broadband households (000)																		
Smartphone users (000)																		
Tablet users (000)																		
<i>TV HH/Total HH</i>																		
<i>Fixed broadband HH/Total HH</i>																		
<i>Smartphone users/Pop</i>																		
<i>Tablet users/Population</i>																		
SVOD revenues (US\$ mil.)																		
SVOD revenues/Pop \$																		
SVOD revenues/SVOD subscriber \$																		
Net SVOD homes (000)																		
<i>SVOD homes/TVHH</i>																		
<i>SVOD homes/Fixed broadband HH</i>																		
<i>SVOD subscriptions/SVOD homes</i>																		
Gross SVOD subscriptions (000)																		
<i>SVOD subs/TVHH</i>																		
<i>SVOD subs/Fixed broadband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
Showmax																		
Others																		
Share of SVOD subscribers by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
Showmax																		
Others																		



SAMPLE: Ghana SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
Showmax																		
Others																		
Share of SVOD revenues by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
Showmax																		
Others																		
SVOD ARPU by operator (\$)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
Showmax																		



Digital TV Research report schedule for 2022

Title	Publication	Price
1 Africa Pay TV Forecasts	January	£1400/€1600/\$1875
2 Middle East & North Africa Pay TV Forecasts	January	£1400/€1600/\$1875
3 SVOD Forecasts Update (based on December 2021 results)	February	£1800/€2050/\$2400
4 Africa OTT TV and Video Forecasts	February	£1400/€1600/\$1875
5 Middle East & North Africa OTT TV and Video Forecasts	February	£1400/€1600/\$1875
6 North America Pay TV Forecasts	February	£700/€800/\$940
7 North America OTT TV and Video Forecasts	February	£700/€800/\$940
8 Latin America Pay TV Forecasts	March	£1400/€1600/\$1875
9 Latin America OTT TV and Video Forecasts	March	£1400/€1600/\$1875
10 Asia Pacific Pay TV Forecasts	March	£1400/€1600/\$1875
11 Asia Pacific OTT TV and Video Forecasts	March	£1400/€1600/\$1875
12 Western Europe Pay TV Forecasts	March	£1400/€1600/\$1875
13 Western Europe OTT TV and Video Forecasts	March	£1400/€1600/\$1875
14 Eastern Europe Pay TV Forecasts	April	£1400/€1600/\$1875
15 Eastern Europe OTT TV and Video Forecasts	April	£1400/€1600/\$1875
16 Global OTT TV & Video Forecasts	May	£2000/€2300/\$2600
17 Global Pay TV Forecasts	May	£2200/€2530/\$2970
18 Global AVOD Forecasts	May	£1800/€2050/\$2400
19 Global SVOD Forecasts (based on March 2022 results)	June	£1800/€2050/\$2400
20 Africa SVOD Forecasts	August	£1200/€1380/\$1600
21 Middle East & North Africa SVOD Forecasts	August	£1200/€1380/\$1600
22 Latin America SVOD Forecasts	August	£1200/€1380/\$1600
23 North America SVOD Forecasts	August	£600/€690/\$800
24 Eastern Europe SVOD Forecasts	September	£1200/€1380/\$1600
25 Asia Pacific SVOD Forecasts	September	£1200/€1380/\$1600
26 Western Europe SVOD Forecasts	September	£1200/€1380/\$1600
27 SVOD Forecasts Update (based on June 2022 results)	September	£1800/€2050/\$2400
28 Pay TV Forecasts Update	December	£2200/€2530/\$2970
29 SVOD Forecasts Update (based on September 2022 results)	December	£1800/€2050/\$2400

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