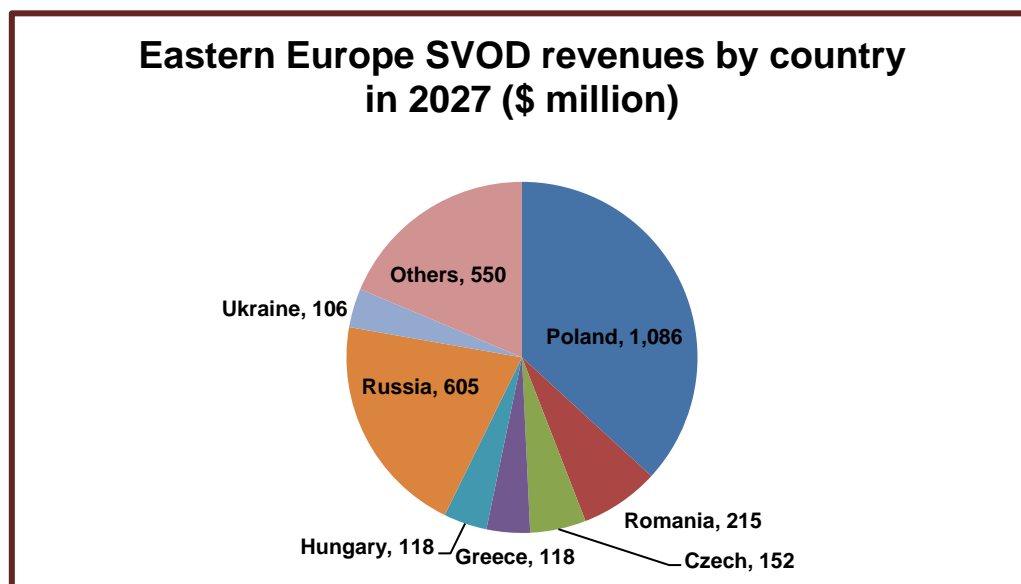


Poland drives Eastern European SVOD

Eastern European SVOD revenues will reach \$2.95 billion by 2027 – up from \$1.60 billion in 2021. Poland will be the only country to generate more than \$1 billion by 2027.



Simon Murray, Principal Analyst at Digital TV Research, said: “Excluding Russia and Ukraine – no mean feat considering together they provide 57% of the region’s TV households - revenues will grow from \$0.93 billion in 2021 to \$2.24 billion in 2027. This was prompted by 2022 launches from Disney+, SkyShowtime and HBO Max.”

We forecast 38 million SVOD subscriptions in Eastern Europe by 2027; up from 22 million at end-2021. Excluding Russia and Ukraine, subscriptions for 20 countries will triple from 9 million in 2021 to 24 million in 2027.

There will still be plenty of room for growth beyond the forecast period as only 16% of the region’s TV households will subscribe to at least one SVOD platform by 2027. Excluding Russia and Ukraine, this proportion will double from 11% in 2021 to 24% in 2027. Penetration in Poland will reach 44% by 2027.

Eastern Europe SVOD Forecasts

Table of Contents

Published in September 2022, this 122-page PDF and excel report forecasts for 22 countries. **Covering TV episodes and movies**, the report comes in two parts:

- Insight: Detailed country-by-country analysis for 22 countries in a 72-page PDF document.
- Excel workbook for each year from 2010 to 2027 for 22 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 145 platforms across 22 countries:

Country	SVOD ops	SVOD Platforms
Albania	4	Netflix; Amazon Prime Video; Disney+; SkyShowtime
Belarus	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Ivi; Amediateka
Bosnia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Bulgaria	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Croatia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Cyprus	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Czech Rep	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Estonia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Greece	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Paramount+
Hungary	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; SkyShowtime
Latvia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Lithuania	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Viaplay; HBO; Go 3
Macedonia	6	Netflix; Amazon Prime Video; Disney+; Pickbox; HBO; SkyShowtime
Moldova	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO
Montenegro	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Poland	11	Netflix; Amazon Prime Video; Disney+; Apple TV+; Polsat Box/Ipla; Player+; CDA; Canal Plus; HBO; SkyShowtime; Viaplay
Romania	6	Netflix; Amazon Prime Video; Disney+; Voyo; HBO; SkyShowtime
Russia	8	Ivi; Okko; Amediateka; Premier; Wink; Kion; Kinopoisk; Start
Serbia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; HBO; SkyShowtime
Slovakia	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Voyo; HBO; SkyShowtime
Slovenia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Pickbox; Voyo; HBO; SkyShowtime
Ukraine	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Megogo; Paramount+

SAMPLE: Serbia 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 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 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 bband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon Prime Video																		
Disney+																		
HBO																		
SkyShowtime																		
Apple TV+																		
Pickbox																		
Others																		



SAMPLE: Serbia SVOD forecasts

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



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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