



digital TV research

November 2021

About us

Digital TV Research publishes more than 30 reports each year for more than 400 clients. To track these fast-moving sectors, we offer annual subscriptions that include all of our reports – including six monthly updates - with attractive discounts.

Why choose us?

- The extent of our coverage: 138 countries across seven regions
- Detailed updates and forecasts every six months by country for pay TV and OTT
- 30+ years of experience and connections: key for the validation of our numbers
- Flexible, customised research: choose from one single country profile to an annual subscription package.
- Competitive and reasonable prices
- Fast-turnaround on analyst feedback

Each country report comes in three parts:

- **Insight:** Thorough scrutiny in a PDF document, giving market analysis of the key players.
- **Outlook:** Subscriber forecasts via charts and graphs in a PDF document that can be exported for your presentations.
- Detailed **excel workbook** covering each year from 2010 to 2026 to allow easy comparisons and market growth forecasts.

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Digital TV Research publication schedule for 2021			
	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	North America Pay TV Forecasts	February	£600/€660/\$720
6	North America OTT TV and Video Forecasts	February	£600/€660/\$720
7	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
8	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
9	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
10	Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
11	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
12	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
13	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
14	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
15	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
16	Global SVOD Forecasts	May	£1600/€1760/\$1920
17	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Operator Forecasts	May	£1600/€1760/\$1920
20	Global AVOD Forecasts	June	£1600/€1760/\$1920
21	European Football TV Revenues	June	£800/€880/\$960
22	Africa SVOD Forecasts	August	£1000/€1200/\$1300
23	Middle East & North Africa SVOD Forecasts	August	£1000/€1200/\$1300
24	Asia Pacific SVOD Forecasts	August	£1000/€1200/\$1300
25	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
26	North America SVOD Forecasts	September	£500/€600/\$650
27	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
28	Western Europe SVOD Forecasts	September	£1000/€1200/\$1300
29	SVOD Forecasts Update	October	£1600/€1760/\$1920
30	Pay TV Forecasts Update	November	£1600/€1760/\$1920
31	SVOD Platform Forecasts	December	£800/€880/\$960

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Annual subscriptions keep clients up-to-date with these fast-moving sectors as our key forecasts are updated twice a year.

An annual 1-5 user subscription costs £9,000/€11,000/\$12,000 – saving 80% on buying the reports individually

For more information, please contact lydia@digitaltvresearch.com



Forecasts for 138 countries:

Albania	Algeria	Angola	Argentina
Armenia	Australia	Austria	Azerbaijan
Bahrain	Bangladesh	Belarus	Belgium
Benin	Bolivia	Bosnia	Botswana
Brazil	Bulgaria	Burkina Faso	Burundi
Cambodia	Cameroon	Canada	CAR
Chad	Chile	China	Colombia
DR Congo	Rep Congo	Costa Rica	Cote d'Ivoire
Croatia	Cyprus	Czech Rep.	Denmark
Dominican Rep.	Ecuador	Egypt	El Salvador
Eq Guinea	Estonia	Ethiopia	Finland
France	Gabon	Gambia	Georgia
Germany	Ghana	Greece	Guatemala
Guinea	Honduras	Hong Kong	Hungary
Iceland	India	Indonesia	Ireland
Israel	Italy	Japan	Jordan
Kazakhstan	Kenya	Kuwait	Laos
Latvia	Lebanon	Liberia	Lithuania
Luxembourg	Macedonia	Madagascar	Malawi
Mali	Malaysia	Malta	Mexico
Moldova	Mongolia	Montenegro	Morocco
Mozambique	Myanmar	Namibia	Nepal
Netherlands	New Zealand	Nicaragua	Niger
Nigeria	Norway	Oman	Pakistan
Panama	Paraguay	Peru	Philippines
Poland	Portugal	Puerto Rico	Qatar
Romania	Russia	Rwanda	Saudi Arabia
Senegal	Serbia	Sierra Leone	Singapore
Slovakia	Slovenia	South Africa	South Korea
Spain	Sri Lanka	Sweden	Switzerland
Syria	Taiwan	Tanzania	Thailand
Togo	Tunisia	Turkey	Uganda
Ukraine	UAE	UK	USA
Uruguay	Uzbekistan	Venezuela	Vietnam
Zambia	Zimbabwe		



Each country includes the following metrics in excel format:

SAMPLE spreadsheet: Qatar OTT TV & video 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 households (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>																	
OTT TV & video viewers (000)																	
OTT TV & video viewers/population																	
Online advertising total (US\$ mil.)																	
AVOD (US\$ mil.)																	
Online rental revenues (US\$ mil.)																	
Download-to-own video revenues (US\$ mil.)																	
SVOD revenues (US\$ mil.)																	
Total OTT TV & video revenues (US\$ mil.)																	
AVOD revenues/Population \$																	
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 broadband HH</i>																	
<i>SVOD subs/Smartphone users</i>																	



SAMPLE spreadsheet: Qatar OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SVOD subscribers by operator (000)																	
Netflix																	
Amazon																	
Disney+																	
Apple TV+																	
StarzPlay																	
Shahid VIP																	
OSN																	
Others																	
Share of SVOD subscribers by operator (%)																	
Netflix																	
Amazon																	
Disney+																	
Apple TV+																	
StarzPlay																	
Shahid VIP																	
OSN																	
Others																	
SVOD revenues by operator (US\$ mil.)																	
Netflix																	
Amazon																	
Disney+																	
Apple TV+																	
StarzPlay																	
Shahid VIP																	
OSN																	
Others																	
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Netflix																	
Amazon																	
Disney+																	
Apple TV+																	
StarzPlay																	
Shahid VIP																	
OSN																	
Others																	



SAMPLE spreadsheet: Qatar OTT TV & video forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
SVOD ARPU by operator (\$)																	
Netflix																	
Amazon																	
Disney+																	
Apple TV+																	
StarzPlay																	
Shahid VIP																	
OSN																	
AVOD revenues by platform (\$ million)																	
YouTube																	
Facebook/Instagram																	
Other social media sites																	
FTA broadcasters																	
Pay TV broadcasters																	
AVOD platforms																	
Other																	

Source: Digital TV Research. Revenues from professionally-made TV shows and movies - so not, for example, sports or UGC.



SAMPLE spreadsheet: Qatar pay TV forecasts																	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total households (000)																	
TV households (000)																	
Digital cable subs (000)																	
Analog cable subs (000)																	
Pay IPTV subscribers (000)																	
Pay Satellite TV subs (000)																	
Free-to-air Satellite TV HH (000)																	
Analog terrestrial hholds (000)																	
Primary FTA DTT hholds (000)																	
Primary Pay DTT hholds (000)																	
Digital homes (000)																	
Analog homes (000)																	
Pay TV subscribers (000)																	
Digital cable subs/TV HH																	
Analog cable subs/TV HH																	
Pay IPTV subs/TV HH																	
Pay Satellite TV/TV HH																	
Free-to-air Satellite TV/TV HH																	
Analog terrestrial/TVHH																	
Primary FTA DTT/TV HH																	
Primary pay DTT/TV HH																	
TVHH/Total HH																	
Digital/TV HH																	
Analog/TV HH																	
Pay TV Subs/TV HH																	
<i>Standalone dig cable subs (000)</i>																	
<i>Dual-play digl cable subs (000)</i>																	
<i>Triple-play dig cable subs (000)</i>																	
<i>Stand-alone pay IPTV subs (000)</i>																	
<i>Dual-play pay IPTV subs (000)</i>																	
<i>Triple-play pay IPTV subs (000)</i>																	
Revenues (US\$ million)																	
<i>Stand-alone digital cable revs</i>																	
<i>Dual-play digital cable TV revs</i>																	
<i>Triple-play digital cable TV revs</i>																	
Digital cable TV subs revenues																	
Digital cable TV on-demand revs																	
Digital cable TV revenues																	
Analog cable TV subs revs																	
Cable TV revenues																	



SAMPLE spreadsheet: Qatar pay TV forecasts																	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
<i>Stand-alone IPTV revenues</i>																	
<i>Dual-play IPTV revenues</i>																	
<i>Triple-play IPTV revenues</i>																	
<i>IPTV subscription revenues</i>																	
<i>IPTV on-demand revenues</i>																	
<i>IPTV revenues</i>																	
<i>Satellite TV subscription revs</i>																	
<i>Satellite TV on-demand revs</i>																	
<i>Satellite TV revenues</i>																	
<i>DTT subscription revs</i>																	
<i>DTT on-demand revenues</i>																	
<i>DTT revenues</i>																	
<i>Subscription revenues</i>																	
<i>On-demand revenues</i>																	
<i>Total revenues</i>																	
<i>Average Revenue Per User (ARPU - US\$)</i>																	
<i>Stand-alone digital cable subs</i>																	
<i>Dual-play digital cable TV subs</i>																	
<i>Triple-play digital cable TV subs</i>																	
<i>Ave digital cable (subs & VOD)</i>																	
<i>Analog cable TV subs</i>																	
<i>Stand-alone IPTV subs</i>																	
<i>Dual-play IPTV subs</i>																	
<i>Triple-play IPTV subs</i>																	
<i>Average IPTV (subs and VOD)</i>																	
<i>Pay Satellite TV (subs)</i>																	
<i>Pay Satellite TV (subs and PPV)</i>																	
<i>Pay DTT (subs)</i>																	
<i>Pay DTT (subs and PPV)</i>																	
<i>Average monthly ARPU</i>																	
<i>Pay TV subscribers by operator (000)</i>																	
<i>beIN (satellite)</i>																	
<i>OSN (satellite)</i>																	
<i>Ooredoo (IPTV)</i>																	
<i>Others</i>																	
<i>Share of pay TV subs by operator %</i>																	
<i>beIN (satellite)</i>																	
<i>OSN (satellite)</i>																	
<i>Ooredoo (IPTV)</i>																	
<i>Others</i>																	



SAMPLE spreadsheet: Qatar pay TV forecasts																	
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Subscription & VOD revenues (US\$ million)																	
<i>beIN (satellite)</i>																	
<i>OSN (satellite)</i>																	
<i>Ooredoo (IPTV)</i>																	
<i>Others</i>																	
Share of pay TV revenues by operator %																	
<i>beIN (satellite)</i>																	
<i>OSN (satellite)</i>																	
<i>Ooredoo (IPTV)</i>																	
<i>Others</i>																	
Average Revenue Per User (ARPU - US\$)																	
<i>beIN (satellite)</i>																	
<i>OSN (satellite)</i>																	
<i>Ooredoo (IPTV)</i>																	

Country Profiles

Our individual country profiles combine analysis for traditional pay TV with OTT into one document. Each PDF report covers the following:

- **OTT TV & Video Insight:** Analysis of the main players and developments
- Chart: OTT TV & video revenues by AVOD, TVOD, DTO and SVOD for 2019, 2020, 2021, 2022 and 2026
- Chart: Gross SVOD subscriptions versus SVOD subscribers for 2019, 2020, 2021, 2022 and 2026
- Chart: SVOD subscribers by operator for 2019, 2020, 2021, 2022 and 2026
- Forecasts: OTT TV & Video Forecasts for every year from 2019 to 2026
- Forecasts for subscribers and revenues by major platforms

- **Pay TV Insight:** Analysis of the main players and developments
- Chart: 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 2019, 2020, 2021, 2022 and 2026
- Chart: Pay TV revenues by platform (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2019, 2020, 2021, 2022 and 2026
- Chart: Pay TV subscribers by operator (digital cable, analog cable, IPTV, pay satellite TV and pay DTT) for 2019, 2020, 2021, 2022 and 2026
- Forecasts: Pay TV Forecasts for every year from 2019 to 2026
- Forecasts for subscribers and revenues by major operators

Price: £600/€660/\$810

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

Please select a country from the table below to find out more:

Australia	Brazil	Canada	China
France	Germany	India	Italy
Japan	Mexico	Poland	Russia
Saudi Arabia	South Africa	South Korea	Spain
Sweden	Turkey	UK	USA

We can provide this level of detail for 138 countries.

Please [contact us](#) to request a different country.