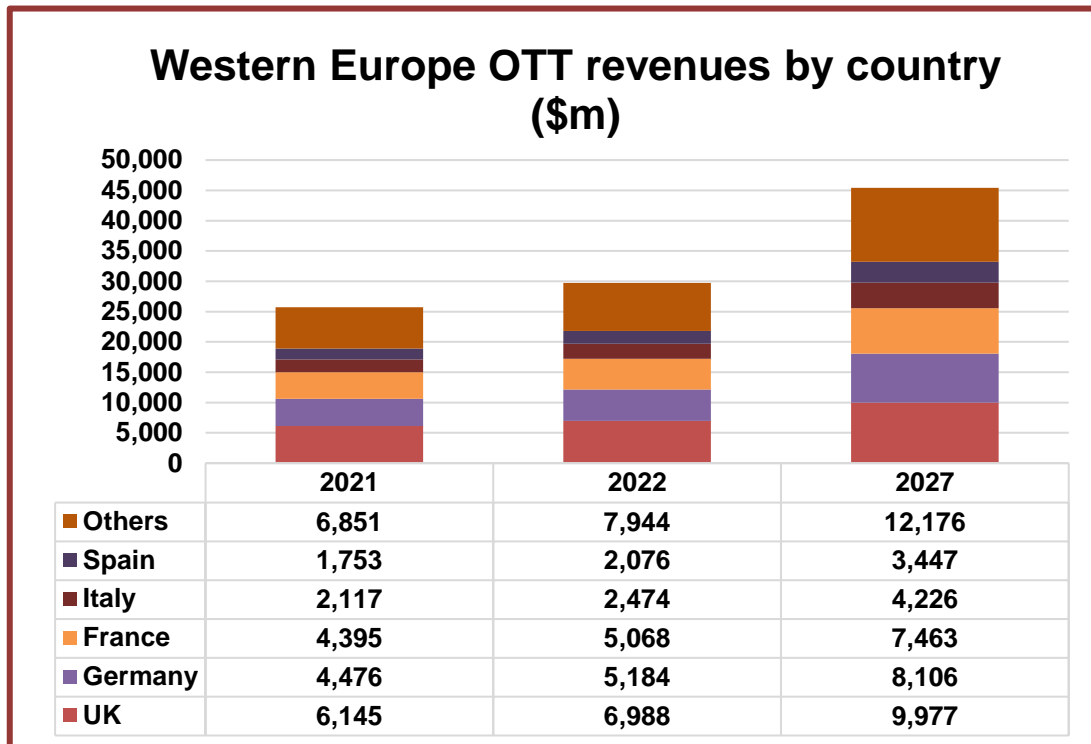


Western European OTT to generate \$45 billion

Western European OTT TV episode and movie revenues will reach \$45 billion in 2027; up from \$26 billion in 2021. From the additional revenues, the UK will contribute \$4 billion, Germany \$3 billion, France \$3 billion and Italy \$2 billion.



The UK is the largest OTT revenue earner in the region. Its \$6 billion provided 24% of the 2021 total. The UK's \$10 billion in 2027 will represent 22% of the region's total – so other countries will grow faster.

Simon Murray, Principal Analyst at Digital TV Research, said: "SVOD far exceeds any other revenue source for Western Europe. SVOD will increase by \$13 billion between 2021 and 2027 to \$30 billion. AVOD will add \$6 billion to reach \$12 billion."

SVOD subscriptions will reach 258 million by 2027, up from 164 million by end-2021. Four countries will provide two-thirds of the total. Germany will overtake the UK in 2026.

[Western Europe OTT TV & Video Forecasts](#)

Table of Contents

Published in March 2022, this 188-page PDF, PowerPoint and excel report covers movies and TV episodes. The report comes in three parts:

- Insight: Detailed country-by-country analysis in a 90-page PDF document.
- Outlook: Forecasts for 18 countries in a 44-page PowerPoint document full of charts, graphs and bullet points;
- Excel workbook covering each year from 2010 to 2027 for 18 countries by household penetration, by SVOD subscribers and by OTT revenues for movies and TV episodes, AVOD revenues by major platform. As well as summary tables by country and by platform;

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

SVOD forecasts for the following 141 platforms across 18 countries:

Country	SVOD ops	SVOD Platforms
Austria	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky X; Joyn; RTL+; Paramount+
Belgium	8	Netflix; Amazon; Disney+; Apple TV+; Streamz; Proximus; HBO; Paramount+
Denmark	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play; SkyShowtime; Discovery+
Finland	9	Netflix; Amazon; Disney+; Apple TV+; HBO; Viaplay; C More; SkyShowtime; Ruutu+
France	9	Netflix; Amazon; Disney+; Apple TV+; OCS; Salto; MyCanal; HBO; Paramount+
Germany	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Ticket; Joyn; Magenta TV App; Giga; RTL+; Paramount+
Iceland	5	Netflix; Amazon Prime Video; Disney+; HBO; Viaplay
Ireland	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now; Paramount+
Italy	8	Netflix; Amazon; Disney+; Apple TV+; Sky Now; TIMVision; Mediaset Infinity; Paramount+
Luxembourg	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Malta	4	Netflix; Amazon Prime Video; Disney+; Apple TV+;
Netherlands	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; Videoland; NPO Plus; NL Ziet; Ziggo Movies & Series; HBO; SkyShowtime
Norway	10	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; TV2 Play; SkyShowtime; Discovery+
Portugal	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; NOS Play; SkyShowtime
Spain	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Movistar+ Lite; MiTele Plus; Atresplayer Prem; Sky Showtime
Sweden	9	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viaplay; C More; Discovery+; SkyShowtime
Switzerland	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; Premium Plus; Blue+; Paramount+
UK	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; Sky Now TV; Britbox; ITVX; Paramount+

AVOD forecasts for the following platforms across as well as YouTube and Facebook:

Country	AVOD Platforms
Austria	Joyn; RTL
Belgium	RTL Play; VTM Go
Denmark	TV2; Discovery; Viafree
Finland	MTV; Discovery; Ruutu
France	TF1; M6; France Televisions; MyCanal
Germany	RTL; Joyn
Ireland	RTE; TV3
Italy	Mediaset; RAI; Discovery
Netherlands	Videoland; Talpa; NPO
Norway	TV2; Viafree; Discovery
Portugal	SIC; RTP; TVI
Spain	MiTele; Atresmedia; RTVE
Sweden	TV4; Viafree; Discovery
Switzerland	Play Suisse
UK	ITV; All 4; Viacom/My5/Pluto; Now/Sky

SAMPLE: Qatar OTT TV & video insight

OTT TV & video revenues are forecast to reach \$92 million by 2027, double from \$45 million in 2021. SVOD will contribute \$75 million in 2027, up from \$38 million in 2021. There will be 605,000 SVOD subscriptions by 2027 compared with 362,000 at end-2021. About 54% of the TV households will pay for at least one SVOD subscription by 2027.

Main assumptions behind the forecasts
• The OTT sector is competitive.
• Smartphone penetration is very high.
• Fixed broadband penetration is also high.
• Population forecasts are higher than the previous edition
• High proportion of ex-pats means strong demand for foreign content.

Netflix (\$7.99-14.99/month) launched in January 2016. We forecast 213,000 subscribers by 2027; up from 143,000 in 2021. Netflix is carried by Ooredoo.

Amazon Prime Video started operations in November 2016 as part of its global rollout. Subscriptions cost \$5.99/month, with little original or local content. We forecast 62,000 Amazon subscribers by 2027.

Apple TV+ started in Qatar with its global rollout in November 2019, with 34,000 subscribers expected by 2027.

HBO Max, Paramount+ and Disney+ are not expected to start in the Arabic-speaking countries due to deals with OSN.

OSN (briefly called Wavo. QAR35-79.50/month) launched in August 2017. As well as 27 linear channels, OSN exclusively carries Disney+ originals, Paramount+ and HBO content. We forecast 91,000 subscribers by 2027.

After a cost cutting drive, OSN now places more emphasis on its SVOD platform. OSN has exclusive deals with seven Hollywood studios. It will increase Arabic content to a quarter of the total.

Transmitting in English, Arabic and French, **StarzPlay** has 6,000 hours of Hollywood content as well as 2,000 hours of Arabic content. Discovery+ is on offer. We forecast 120,000 subscribers by 2027.

MBC's **Shahid VIP** provides linear channels as well as on-demand content. Ooredoo carries Shahid VIP. We forecast 62,000 subscribers by 2027.

beIN Connect provides access to 34 linear channels available on the satellite TV package as well as 2,000 on-demand TV episodes and 300 on-demand movies – free to satellite TV subs or \$18/month to others.

Hong Kong's **Viu** started operations in Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and UAE in February 2017. With 40,000 hours on offer, local content is included as well as international fare to appeal to ex-pats.

Viu recorded 49.4 million monthly active users across 16 markets by June 2021. Viu had 7.0 million paying subscribers by June 2021, up from 5.3 million paying subscribers by end-2020, 3.6 million in 2019 and 1.4 million in 2018. Most of these subscribers are in South East Asia.

Main operators by subscribers (000)				
Operator	Pay TV subs	Fixed bb subs	Mobile subs	SVOD platforms
beIN	54	-	-	beIN Connect
Ooredoo	156	-	2,660	Shahid VIP; OSN
OSN	42	-	-	OSN
Vodafone	-	5	1,800	-

The Ooredoo TV IPTV platform (up to 190 channels, including bundles from beIN, MBC and OSN) is part of a triple-play package (up to 1Gbps). We estimated 156,000 subscribers at end-2021. In October 2015, Ooredoo has distribution deals with SVOD platforms OSN and Shahid VIP.

Ooredoo is investing QAR1 billion on an **extensive fiber network**. Ooredoo is constructing the government-owned National Broadband Network (QNBN). Ooredoo had 2.66 million mobile subscribers by September 2021.

Vodafone won the license for the second fixed line service in April 2010. Vodafone sold its stake to a local consortium in late 2018. Vodafone started its Giga TV OTT platform in late 2019. Vodafone had 5,000 fixed broadband and 1.80 million mobile subscribers by September 2021.

SAMPLE: Qatar OTT TV & video 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 subs (000)																		
Tablet subscribers (000)																		
TV HH/Total HH																		
Fixed bband HH/Total HH																		
Smartphone subs/Pop																		
Tablet subs/Population																		
OTT TV & video viewers (000)																		
OTT TV & video viewers/pop																		
Online advertising (US\$ mil.)																		
AVOD (US\$ mil.)																		
Online rental revs (US\$ mil.)																		
DTO video revs (US\$ mil.)																		
SVOD revenues (US\$ mil.)																		
Total OTT TV & video revenues (US\$ mil.)																		
AVOD revenues/Pop \$																		
SVOD revenues/Pop \$																		
SVOD revenues/SVOD subscriber \$																		
Net SVOD homes (000)																		
SVOD homes/TVHH																		
SVOD homes/Fixed band HH																		
SVOD subscriptions/SVOD homes																		
Gross SVOD subscriptions (000)																		
SVOD subs/TVHH																		
SVOD subs/Fixed bband HH																		
SVOD subs/Smphone users																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		

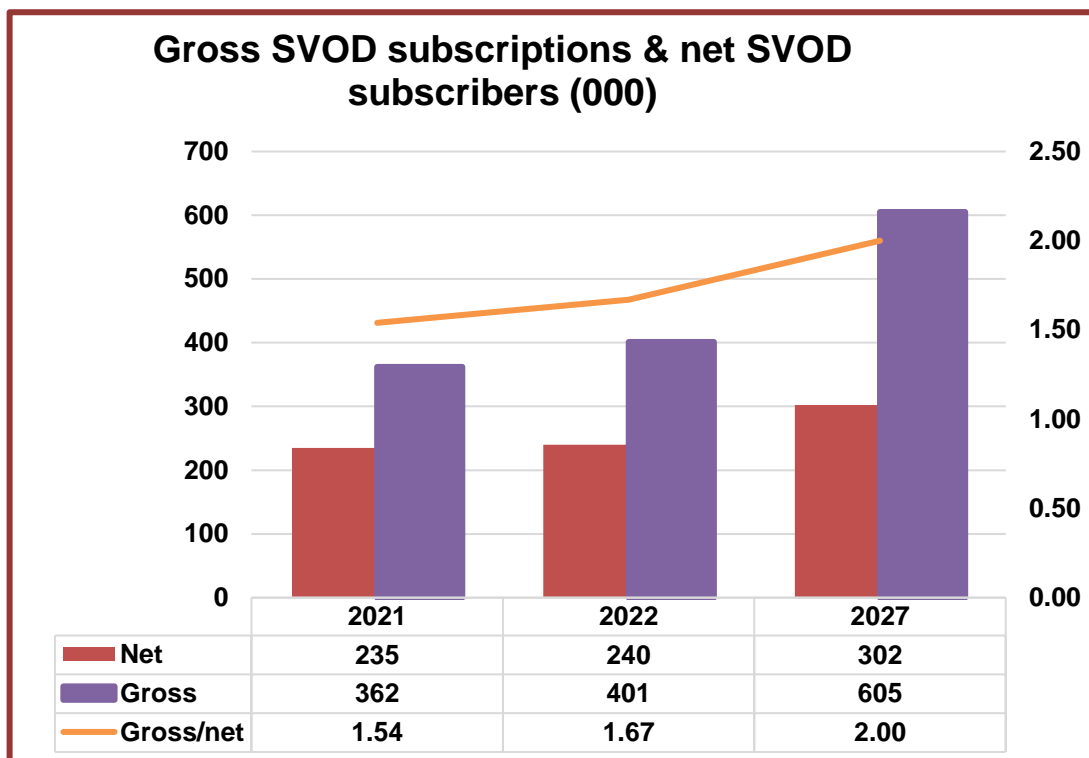
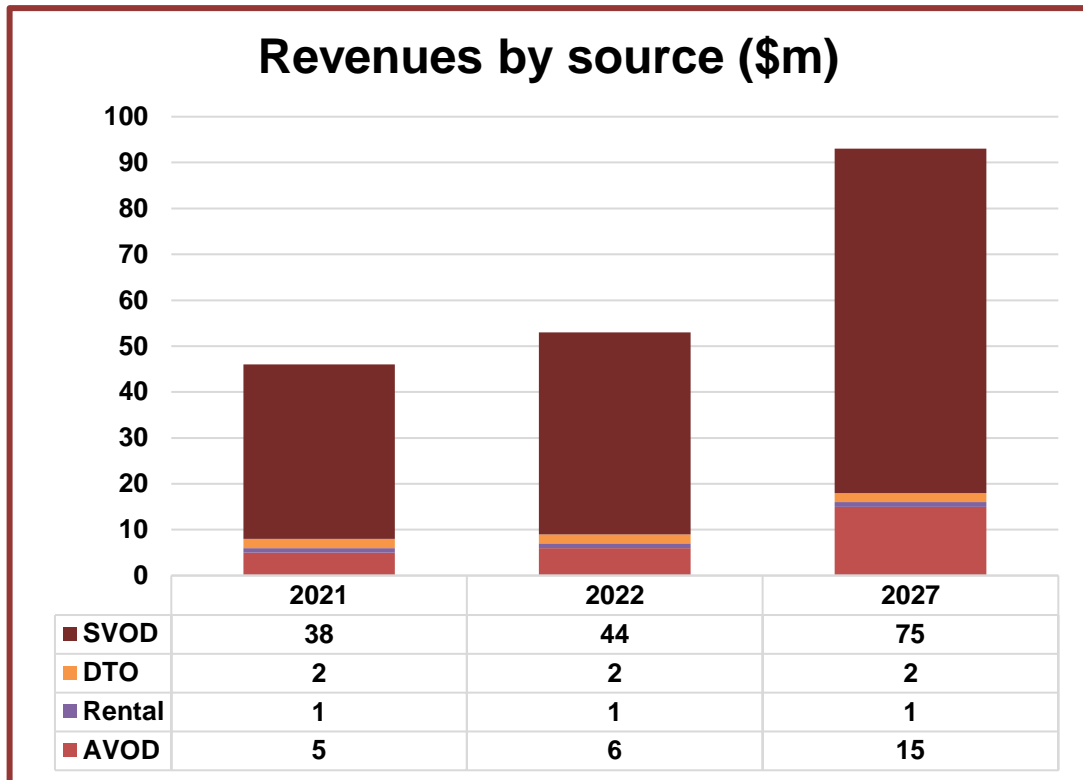


SAMPLE: Qatar OTT TV & video forecasts

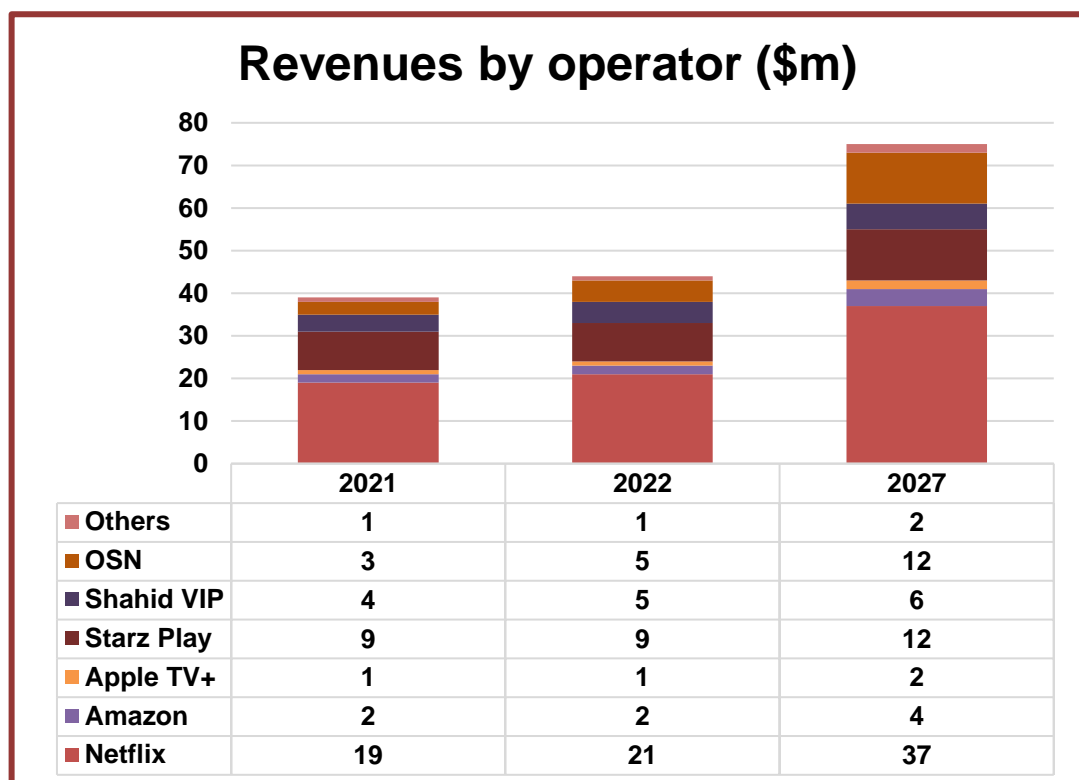
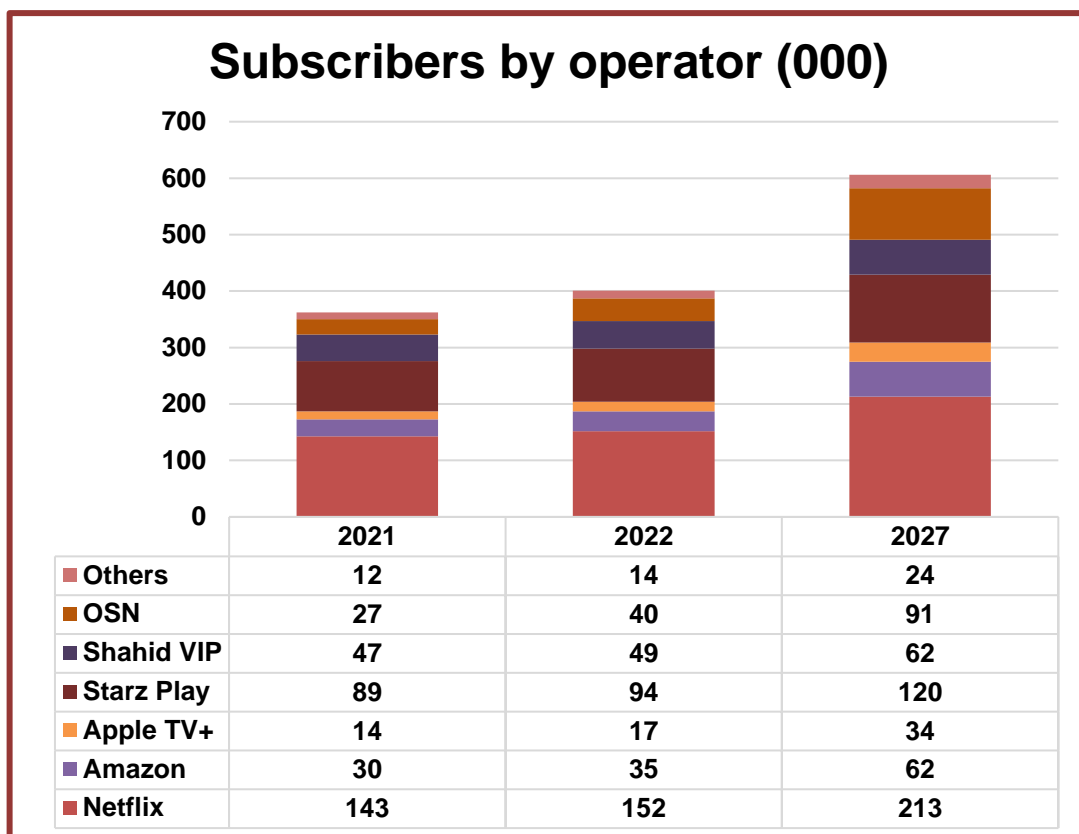
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Share of SVOD subscribers by operator (%)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
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StarzPlay																		
Shahid VIP																		
OSN																		
Others																		
SVOD ARPU by operator (\$)																		
Netflix																		
Amazon																		
Disney+																		
Apple TV+																		
StarzPlay																		
Shahid VIP																		
OSN																		
AVOD revenues by platform (\$ million)																		
YouTube																		
Facebook/Instagram																		
Other																		



SAMPLE: Qatar OTT TV & video outlook



SAMPLE: Qatar OTT TV & video outlook



Digital TV Research report schedule for 2022

Title	Publication	Price
1 Africa Pay TV Forecasts	<i>January</i>	£1400/€1600/\$1875
2 Middle East & North Africa Pay TV Forecasts	<i>January</i>	£1400/€1600/\$1875
3 SVOD Forecasts Update (based on December 2021 results)	<i>February</i>	£1800/€2050/\$2400
4 Africa OTT TV and Video Forecasts	<i>February</i>	£1400/€1600/\$1875
5 Middle East & North Africa OTT TV and Video Forecasts	<i>February</i>	£1400/€1600/\$1875
6 North America Pay TV Forecasts	<i>February</i>	£700/€800/\$940
7 North America OTT TV and Video Forecasts	<i>February</i>	£700/€800/\$940
8 Latin America Pay TV Forecasts	<i>March</i>	£1400/€1600/\$1875
9 Latin America OTT TV and Video Forecasts	<i>March</i>	£1400/€1600/\$1875
10 Asia Pacific Pay TV Forecasts	<i>March</i>	£1400/€1600/\$1875
11 Asia Pacific OTT TV and Video Forecasts	<i>March</i>	£1400/€1600/\$1875
12 Eastern Europe Pay TV Forecasts	<i>April</i>	£1400/€1600/\$1875
13 Eastern Europe OTT TV and Video Forecasts	<i>April</i>	£1400/€1600/\$1875
14 Western Europe Pay TV Forecasts	<i>May</i>	£1400/€1600/\$1875
15 Western Europe OTT TV and Video Forecasts	<i>May</i>	£1400/€1600/\$1875
16 Global OTT TV & Video Forecasts	<i>May</i>	£2000/€2300/\$2600
17 Global SVOD Forecasts (based on March 2022 results)	<i>May</i>	£1800/€2050/\$2400
18 Global Pay TV Subscriber Forecasts	<i>June</i>	£1800/€2050/\$2400
19 Global Pay TV Revenue Forecasts	<i>June</i>	£1800/€2050/\$2400
20 Global Pay TV Operator Forecasts	<i>June</i>	£1800/€2050/\$2400
21 Global AVOD Forecasts	<i>June</i>	£1800/€2050/\$2400
22 SVOD Forecasts Update (based on June 2022 results)	<i>August</i>	£1800/€2050/\$2400
23 Africa SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
24 Middle East & North Africa SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
25 Asia Pacific SVOD Forecasts	<i>August</i>	£1200/€1380/\$1600
26 Latin America SVOD Forecasts	<i>September</i>	£1200/€1380/\$1600
27 North America SVOD Forecasts	<i>September</i>	£600/€690/\$800
28 Eastern Europe SVOD Forecasts	<i>September</i>	£1200/€1380/\$1600
29 Western Europe SVOD Forecasts	<i>October</i>	£1200/€1380/\$1600
30 SVOD Forecasts Update (based on September 2022 results)	<i>November</i>	£1800/€2050/\$2400
31 Pay TV Forecasts Update	<i>November</i>	£2000/€2300/\$2700

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