



digital TV research

April 2022

Table of contents:

- Western European OTT to generate \$45 billion
- IPTV is the Latin American pay TV winner
- Eastern Europe to add 20 million SVOD subscriptions
- Asia Pacific OTT revenues to climb by \$20 billion
- RTL Group SVOD subs growth
- 100 million pay TV subs in Western Europe by 2027
- Asia Pacific to add 26 million pay TV subs
- ITV SVOD subscriber growth
- Eastern Europe to add nine million digital pay TV subs
- Latin American OTT revenues to double to \$14 billion
- Western Europe: SVOD & pay TV subscribers and revenues
- Netflix subscriber additions by quarter (million)

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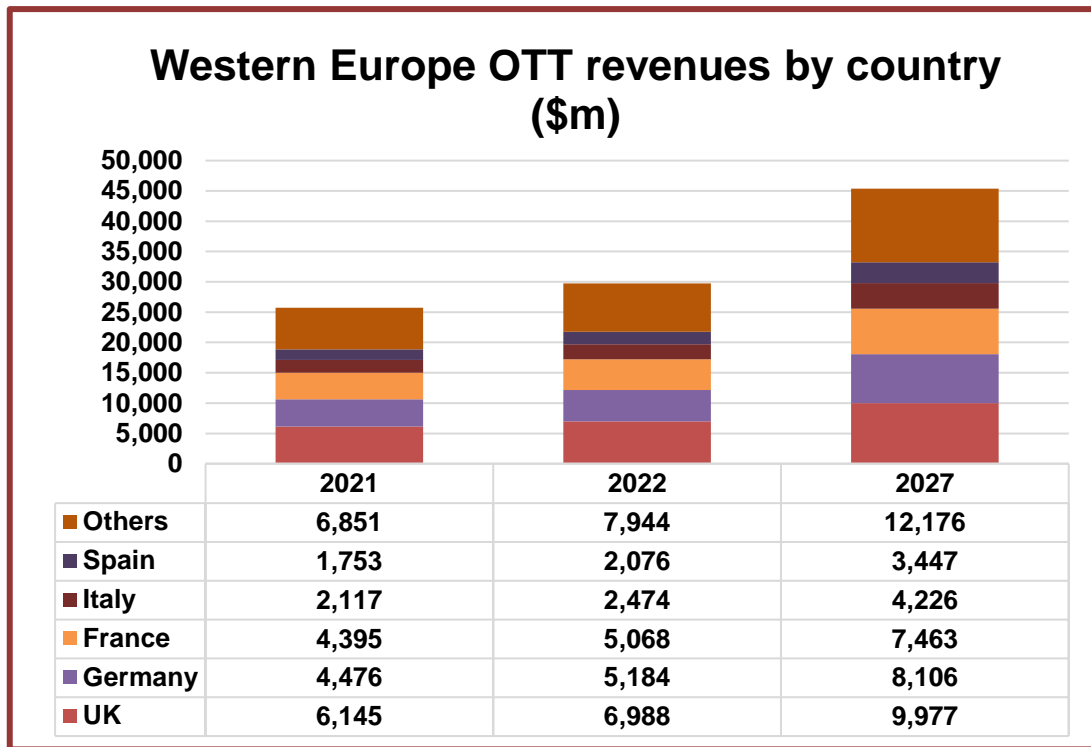
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April 2022

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.

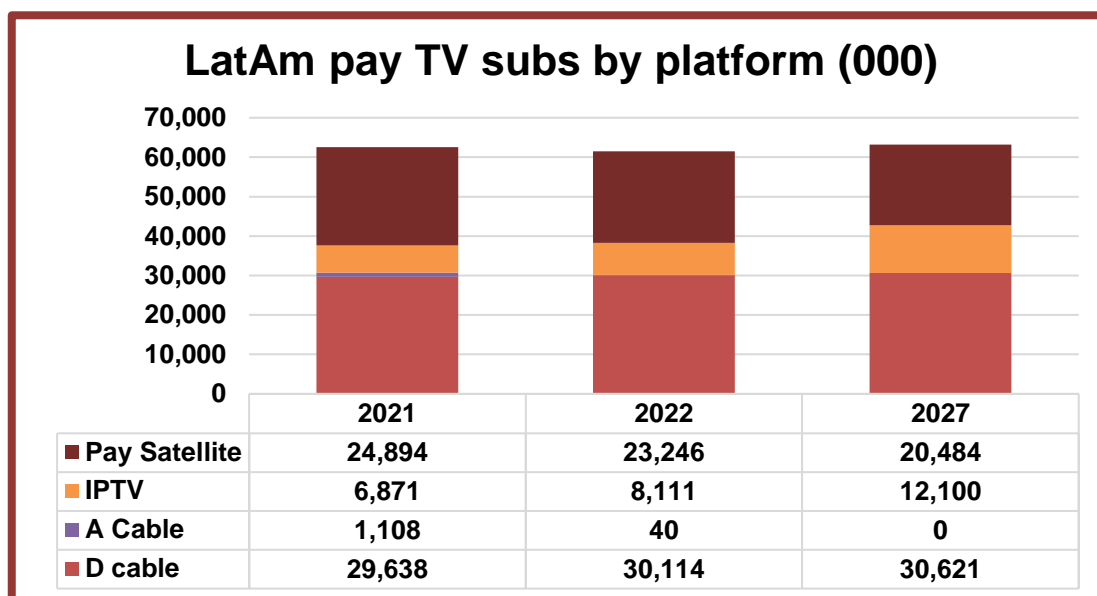
Simon Murray, Principal Analyst at Digital TV Research, said: "SVOD far exceeds any other revenue source for Western Europe. SVOD will increase by \$13 billion between 2021 and 2027 to \$30 billion. AVOD will add \$6 billion to reach \$12 billion."

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.

For more information [on the Western Europe OTT TV & Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

IPTV is the Latin American pay TV winner

The number of Latin American pay TV subscribers will remain around 62 million over the next few years. Poor economic conditions pushed the total down from 73 million in the peak year of 2017. but there is stability going forward.



The pay TV subscriber total will hold steady, but satellite TV will lose more than 4 million subscribers between 2021 and 2027. Cable will be flat. IPTV will be the winner by adding more than 5 million subscribers.

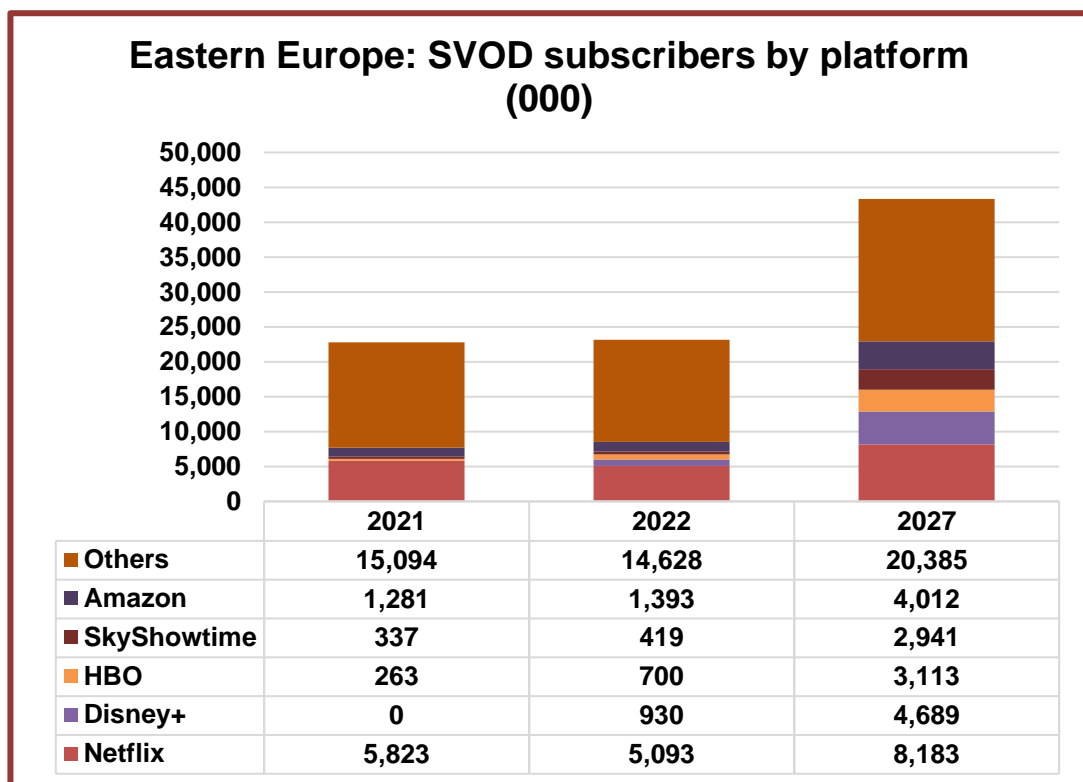
Simon Murray, Principal Analyst at Digital TV Research, explained: “Broadband connections are fast becoming more important than traditional pay TV, especially as the main US-based SVOD platforms now operate across Latin America. Households have more interest in bundles – to the detriment of single-play platforms such as most satellite TV operators.”

For more information [on the Latin America Pay TV Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

Eastern Europe to add 20 million SVOD subscriptions

This is a massive year for Eastern European SVOD, with rollouts from Disney+, SkyShowtime and HBO Max. The region will have 43 million SVOD subscriptions by 2027; up from 23 million at end-2021.

Poland will become market leader in 2026 despite having a much lower population than Russia. Russia and Poland will account for 64% of the region's SVOD subscribers by 2027, down from 79% in 2021 as other countries grow faster.



Netflix will continue to lead the Eastern European SVOD sector. Netflix will have 8.18 million subscribers by 2027, up from 5.82 million at end-2021. Disney+ will boast 4.69 million subscribers by 2027 despite starting as recently as this June.

Simon Murray, Principal Analyst at Digital TV Research, said: "HBO Max launched in March, with 3.11 million paying subscribers expected by 2027. Many more homes continue to receive HBO online as part of their pay TV subscription."

Western SVOD platforms withdrew from Russia and are unlikely to return before 2027. These platforms only made a limited impact in Russia, so the subscriber losses are not great.

Russia is not as dependent on Western content as many other European countries. However, sanctions will result in economic hardship that will adversely affect Russian household spend.



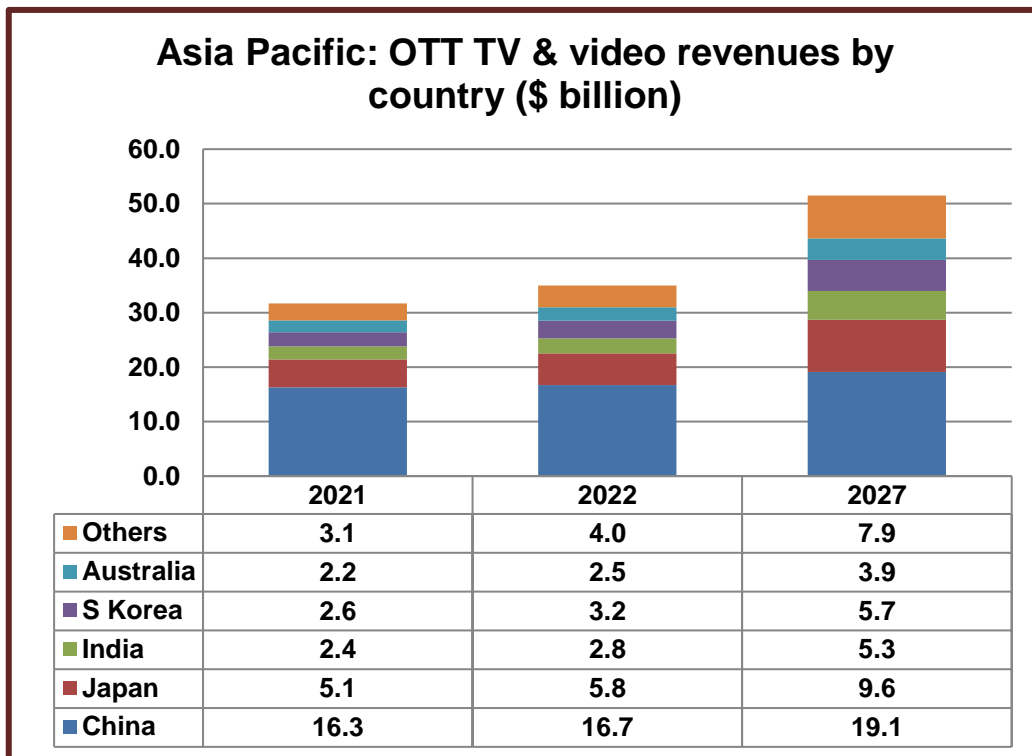
Murray continued: “We assume that Russia will withdraw from Ukraine before end-2022. After the Russian withdrawal, we expect massive investment in Ukraine by Western companies/governments as well as most refugees returning home eventually. It will take some time to rebuild the economy and for homes to spend on entertainment.”

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April 2022

Asia Pacific OTT revenues to climb by \$20 billion

OTT TV episodes and movies revenues for 22 Asia Pacific countries will reach \$52 billion in 2027; up by 62% from the \$32 billion recorded in 2021. From the \$20 billion additional revenues, China will add \$3 billion, India \$3 billion, South Korea \$3 billion and Japan \$5 billion. Indian revenues will more than double.



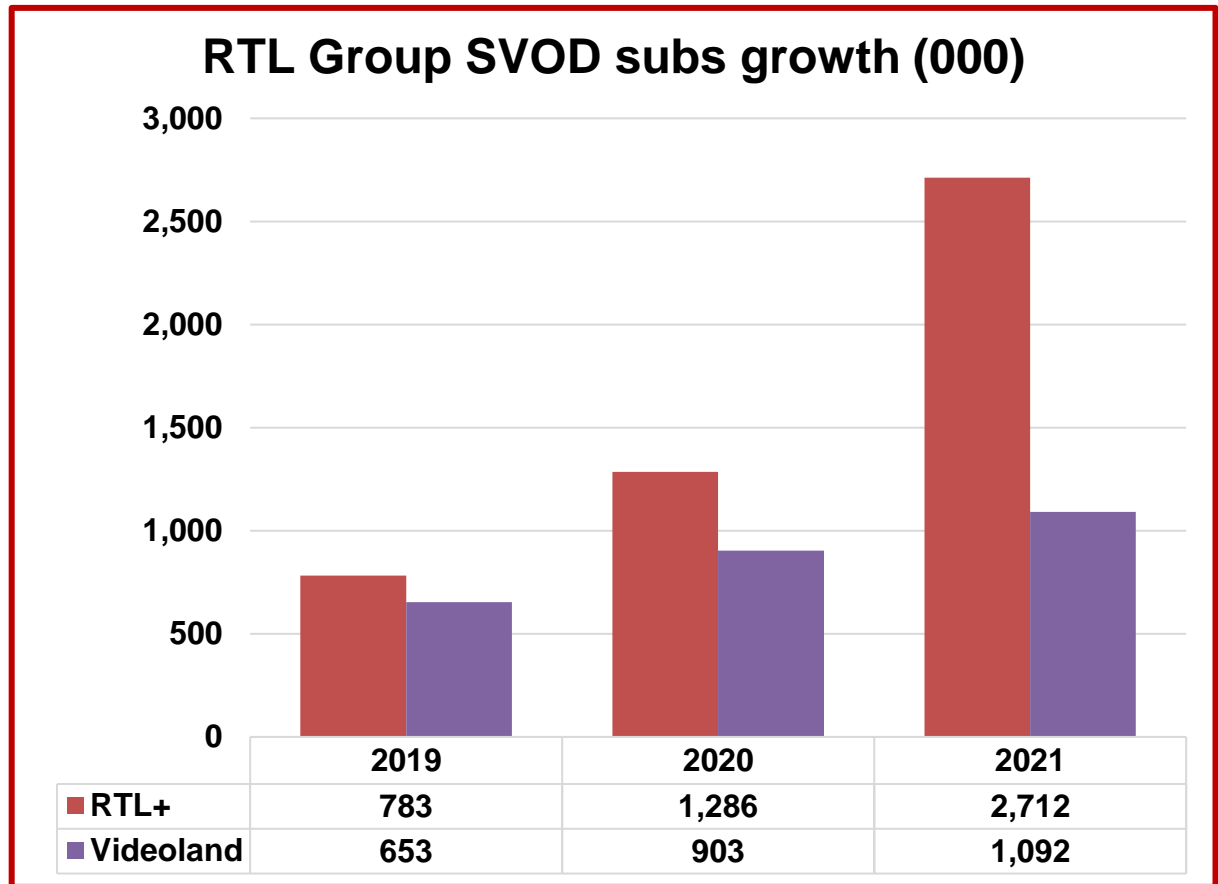
Much of the growth will go ahead outside China. The Chinese government's clampdown on fan-based culture hit reality productions hard, resulting in SVOD subscriber growth deceleration.

Market leader Tencent Video yesterday reported only a 1% increase in SVOD subscriptions for 2021. The situation was worse for second-placed iQiyi, which lost 6 million subscribers in 2021 to take its total to 96.4 million.

Simon Murray, Principal Analyst at Digital TV Research, said: "Can one country make that much difference? China was responsible for 37% of Asia Pacific's OTT revenues in 2021. Luckily, there is plenty of growth elsewhere."

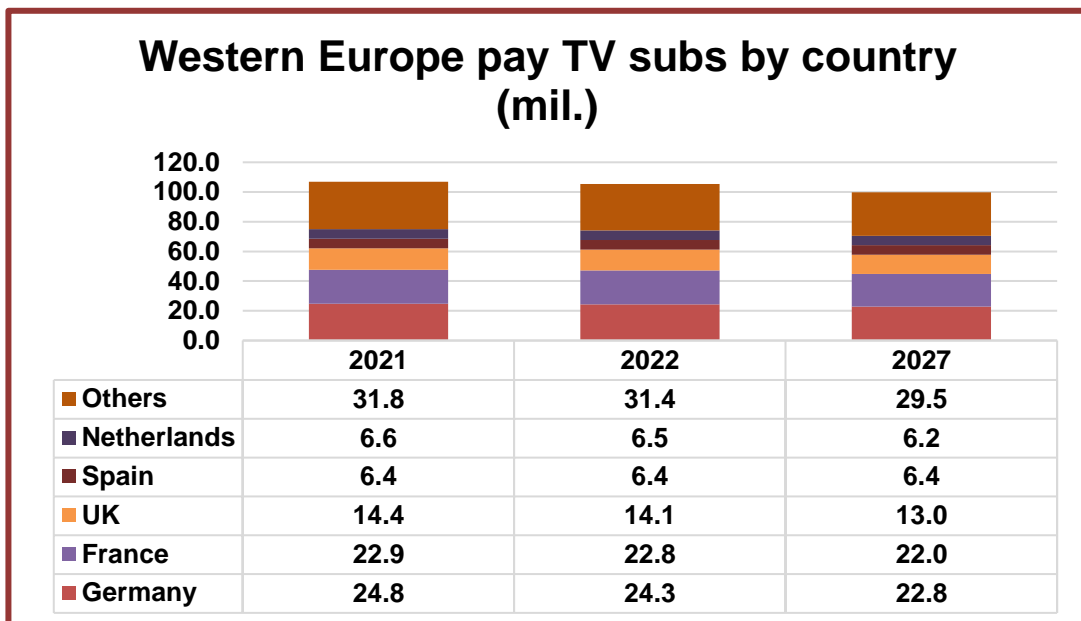
Asia Pacific SVOD revenues will reach \$28 billion by 2027, up from \$18 billion in 2021. AVOD will grow by \$8 billion to \$19 billion by 2027.

For more information [on the Asia Pacific OTT TV and Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com,



100 million pay TV subs in Western Europe by 2027

Western Europe will lose 7 million pay TV subscribers between 2021 and 2027 to reach 100 million. Pay TV subscriber counts will fall for 14 of the 18 countries between 2021 and 2027. Germany will lose 2 million subs, with the UK down by 1.4 million and France nearly 1 million.

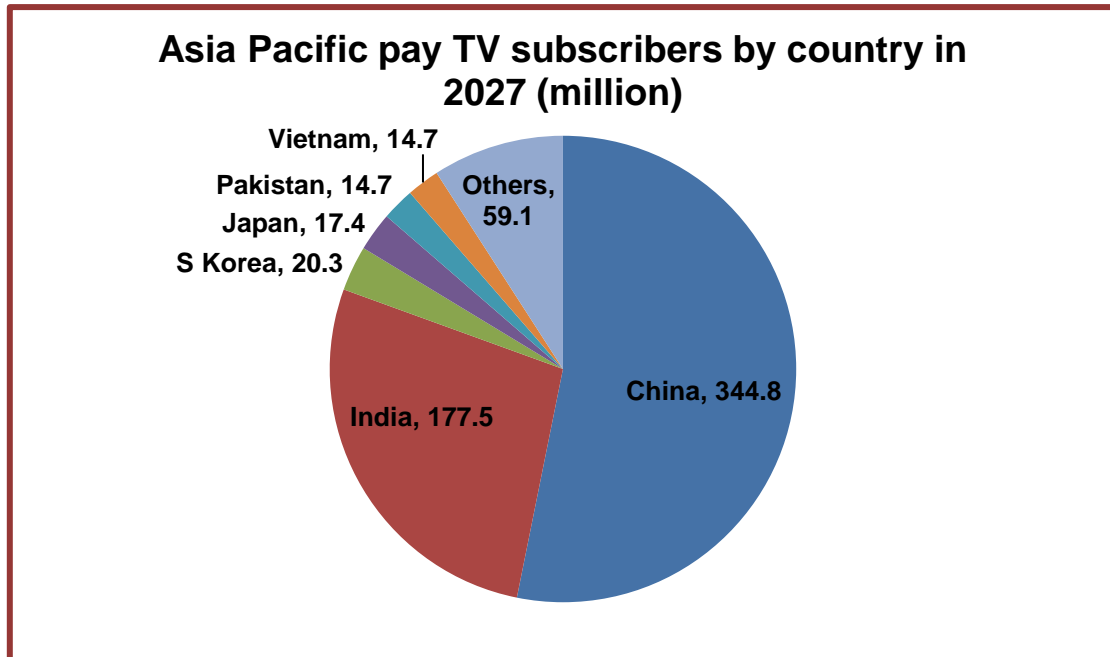


Simon Murray, Principal Analyst at Digital TV Research, said: “Pay TV revenues will decline by \$5 billion – 18% - between 2021 and 2027 to \$22 billion. The pay TV subscriber count will drop by 7%, so revenues will fall faster – revealing lower TV ARPUs and less emphasis on TV from the operators. IPTV will overtake satellite TV in 2026 to become the most lucrative platform.”

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Asia Pacific to add 26 million pay TV subs

The Asia Pacific pay TV sector is the most vibrant in the world, with subscriber numbers increasing by 26 million over the next five years. Pay TV penetration will stay at two-thirds of TV households.

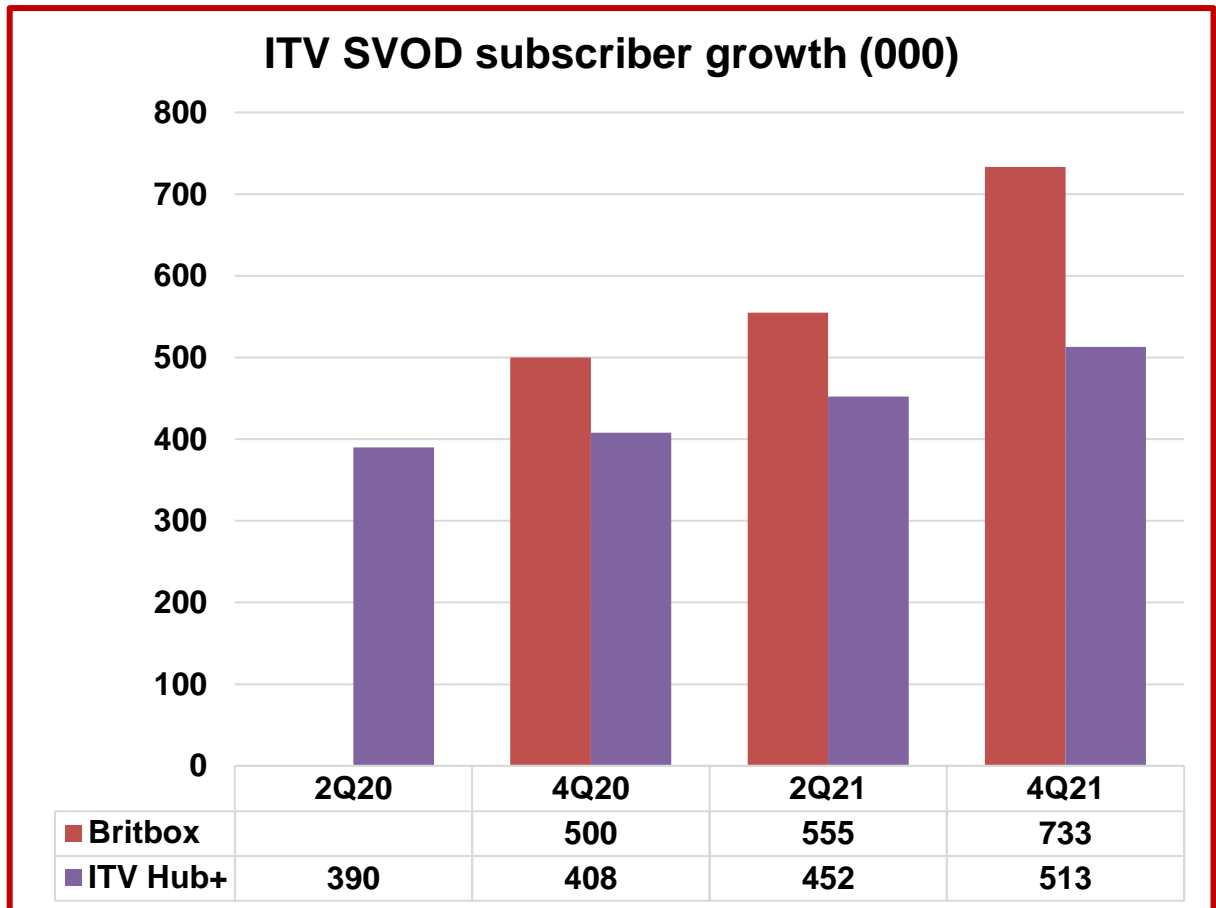


China and India together will account for 81% of the region's 649 million pay TV subscribers by 2027. India will add 11 million pay TV subscribers between 2021 and 2027, but China will add "only" 5 million. OTT penetration will remain much higher in China than in India.

IPTV is the biggest pay TV winner across the region – adding 65 million subscribers between 2021 and 2027 to take its total to 337 million. Much of this growth will happen in China [up by 44 million] as cable subs convert to OTT or IPTV and India [up by 16 million].

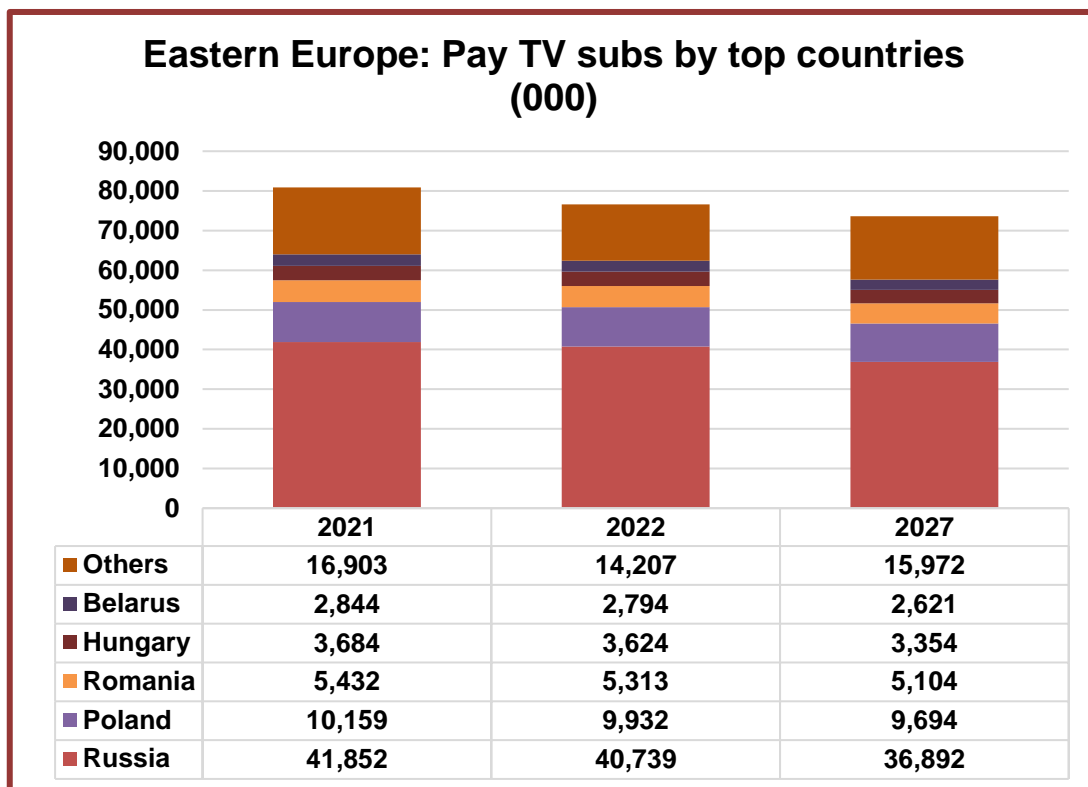
Simon Murray, Principal Analyst at Digital TV Research, said: "IPTV subscribers overtook cable TV ones across the region in 2021. Digital cable subscriptions will fall by 29 million between 2021 and 2027. China will lose 38 million digital cable subscribers."

For more information [on the Asia Pacific Pay TV Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com



Eastern Europe to add nine million digital pay TV subs

Eastern European pay TV will fall from 82 million subscribers in the peak year of 2018 to 74 million in 2027. Peak year 2018 included 17 million analog cable subscribers, which will drop to zero by 2027. The number of digital pay TV subscribers will increase by 9 million over this period.



The number of pay TV subscribers will fall in 18 of the region's 22 countries between 2021 and 2027. The total will drop by 4 million in 2022 alone, mainly due to Ukraine losing all of its 2.6 million subscribers.

Simon Murray, Principal Analyst at Digital TV Research, said: "Russia will account for half of the region's pay TV subscribers in 2027. However, Russia will lose 5 million pay TV subscribers between 2021 and 2027 partly as sanctions worsen the economic situation and due to some analog cable homes converting to FTA DTT."

Sanctions on Russia are expected to continue for some time, with Western companies reluctant to re-enter the Russian market.

Russia is not as dependent on Western content as many other European countries. However, sanctions will result in economic hardship that will adversely affect Russian household spend. Pay TV subscriptions are cheap, so the sector will not be hit that hard.



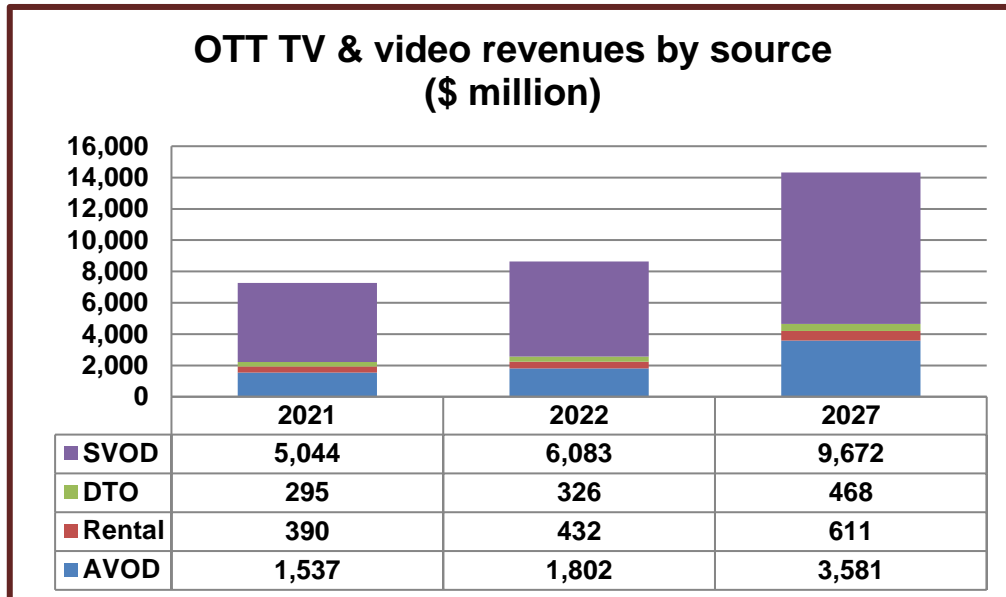
Murray continued: “We assume that Russia will withdraw from Ukraine before end-2022. After the Russian withdrawal, we expect massive investment in Ukraine by Western companies/governments as well as most refugees returning home.”

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April 2022

Latin American OTT revenues to double to \$14 billion

OTT TV episode and movie revenues for 19 Latin American countries will double to \$14 billion in 2027. This growth comes despite the poor economic situations in most countries.



SVOD will contribute \$9.7 billion by 2027. From the \$7 billion additional OTT revenues between 2021 and 2027, SVOD will provide \$4.5 billion and AVOD \$2.0 billion.

Simon Murray, Principal Analyst at Digital TV Research, said: “Latin America is usually the first stop in international expansion for the US-based SVOD platforms. How platforms adapt in the region acts as a template for further global expansion.”

Seven US-based platforms [Netflix, Amazon Prime Video, Disney+, Star+, Paramount+, Apple TV+ and HBO Max] will account for 90% of the region’s 145 million paying SVOD subscriptions by end-2027.

For more information [on the Latin America OTT TV and Video Forecasts report](#), please contact: Simon Murray, simon@digitaltvresearch.com, Tel: +44 20 8248 5051

**Western Europe:
SVOD & pay TV subscribers and revenues**

